

Press-Telegram
Southland

LONG BEACH, CALIFORNIA, SUNDAY, MAY 7, 1950

MAGAZINE
Section



PINNACLE CONQUERED

—Photo by Jasper Nutter
High on a Southland mountain, hikers pause to rest, looking back and down upon the steeply winding trail by which they plodded upward from the valley to their lofty vantage point.



—Photos by H. S. Melvin.

Off the "ways" of the city's Model Boat Shop come tiny but trim craft for a race on the lagoon. Rod Ogilby is seen here with some of his boat builders.

How to Make Rugs

By Violet Wenger



—Photo by Jasper Nutter.

Mrs. Armentrout works on a braided rug. A woven rug is at her right, a "sewing machine" rug at her feet.

ANY WOMAN with time on her hands and scraps of cloth in the house can create beautiful rugs. So believes Mrs. J. R. Armentrout, 1531 Walnut Way—and putting the action to the thought, she does it. The floors of her home are spread with 17 handmade rugs, ranging from one that is bedroom-floor size to a little fellow about two feet long.

In addition, in the past 22 months she says she has given 12 rugs to relatives and friends. She keeps up her own home, is active in both First Baptist Church and the newly formed Wrigley Heights Baptist Church, lends a hand at rearing her grandchildren—and still, she says, can make a rug a month in her spare time.

Favorites with relatives and other visitors in her home are her braided and woven rugs. Braided rugs, she finds, are easy for novices to make.

"Cut the cloth in strips 1½ inches wide," she says. "Braid three strips together, just as if you were braiding hair. Clip the end of the braid to a car-

(Continued on Page 4.)

Model Boat Shop



Ogilby starts construction of a new craft, guiding a block of wood through bandsaw to form a hull. He's only one who uses saw which is kept locked up.

Hundreds of Long Beach youngsters will sail their trim model yachts or cabin cruisers in shallower waters hereabouts this summer, thanks to a boat-building hobby project developed by Recreation Department at Colorado Lagoon.

By Ruth Reece

EVERY boy and man, at some time or other, has dreamed of owning a boat and of learning the ways of the sea. These dreams have varied from a stick with a paper for a sail to a luxurious cabin cruiser, but the longing to possess a boat has remained unchanged.

With this fact in mind, the City Recreation Department a number of years ago established the Model Boat Shop at the Colorado St. Lagoon, and this summer hundreds of young water enthusiasts will sail their model yachts which they have made with their own hands.

Director of this boat-building hobby is Rod Ogilby. Under his supervision, the boys and girls begin to learn about sailing and how to make boats, and then how to race them. Activities at the Model Boat Shop are carried on in two divisions, a junior group for those from 7 to 16 years of age, and the senior group for boys and girls, men and women, 17 years and upward. Youngsters are not the only ones interested, for many of



Johnny Mohr and Virginia Moore work on keels for model boats. Virginia is applying lead to the wooden keel.



Tod Hawwood is rigging his boat; Bob Mohr has brightly-painted model on rack; Pam Mobley works on her sails.

their parents, after a visit or two, also want to try their hands at making these trim little boat models.

Given his first block of wood for his sail boat, each child watches while Rod saws it out for him to assemble. In other days, the child had to gouge out the hull by hand, but this proved so tedious that the hand saw method was installed. Then the youngster sands the hull, installs keel and deck, cuts and sews the sails, erects the mast and other rigging. After the model is completed, he takes it to the sailing area at the Colorado Lagoon and launches it for its test cruise. There he learns to adjust sails and rigging so as to get the maximum speed from his boat.

A VISITOR to the Model Boat Shop sees boys and girls of varying ages working with redwood or soft pine, making a 12-inch boat; an 18-

inch boat; a 24-inch, while some of the older ones are finishing 40- and 50-inch beauties.

From these models, many of the young builders move on to real sailboats; first to sabots on Alamitos Bay; then to larger boats. Skippering a Skimmeret, a Rainbow, a Penguin, or Snipe and finally a graceful National, it soon becomes second nature to these young sailors who first learned about boats from the little self-sailing models they made during the lazy summer days at the Colorado Lagoon.

The Model Boat Shop is open each day now to every child in Long Beach, the only limitation being that he be at least 7 years old. The use of tools and the services of Rod Ogilby as instructor are provided free of charge. The only expense is for the cost of the materials used in the construction of the little models. The prices vary according to the size of the boat being built, from about 50 cents to \$8.50. No profit is made from the sale of materials, as they are sold for just what the Recreation Department pays for them.

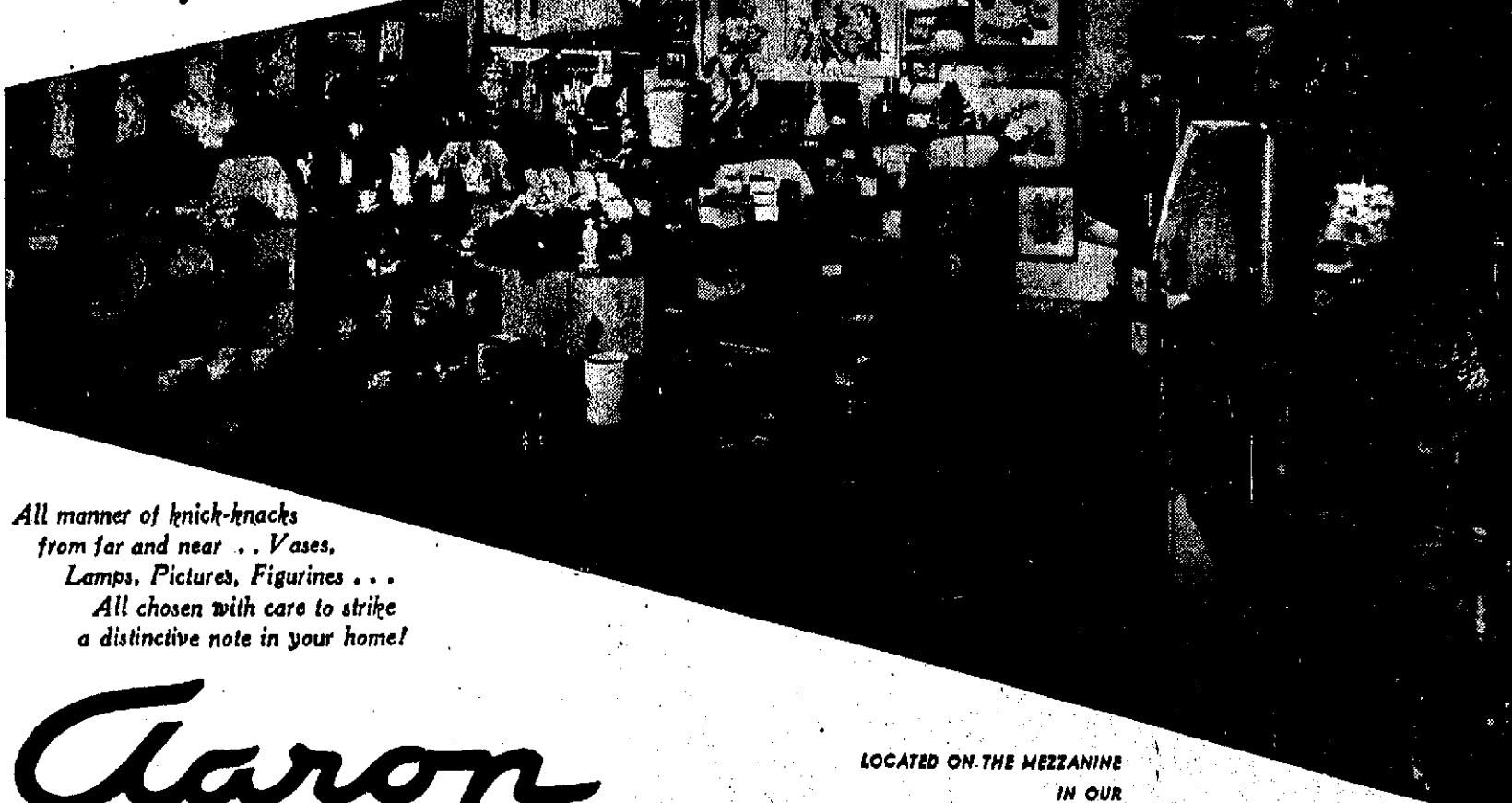
FOR THE older hobbyists who do not want to build small sailing models, there are plans for old historical models which may be built for decorative purposes.

Many races are held throughout the year, the most outstanding of these events being the Midsummer Championship series races which are held in the middle of the summer vacation, when all sizes of boats are raced in their respective classes.

There also are races each Friday, with points being awarded. After the final race at the end of summer, medals are awarded on the basis of most points.

Announcing the Opening of Our New Accessory Alcove . . .

... You're Going to Like This!



All manner of knick-knacks from far and near . . . Vases, Lamps, Pictures, Figurines . . . All chosen with care to strike a distinctive note in your home!

Aaron Schultz
☆ Complete Home Furnishings for Over a Quarter Century

LOCATED ON THE MEZZANINE IN OUR

UPTOWN

Store . . .

4321 ATLANTIC AVENUE

OPEN MONDAY AND FRIDAY EVENINGS

PERPETUALLY CARED FOR • NONSECTARIAN CEMETERY



Consider the future when you choose your family memorial property

Green Hills Memorial Park is destined to become one of California's leading cemetery establishments. It is unexcelled in the natural beauty of its gently rolling hills overlooking the blue Pacific. Its future is assured by the Perpetual Care Trust Fund.

You are indeed wise to select and purchase Green Hills Memorial Park property NOW at its present stage of development. The purchase price is far lower than it will be in the future—and you have a fine choice of the most beautiful sites.

Call us today and find how easy it is to purchase Memorial Property out of income. Properties as low as \$50

Phone 70-5888

CONVENIENT TERMS



GREEN HILLS MEMORIAL PARK
800 ATLANTIC AVE.
LONG BEACH

Please send me, without obligation, information on your BEFORE NEED PLAN.

NAME CITY

ADDRESS

IN THIS Section

VOL. 3 NO. 14

Homes	9-10-11
Gardens	8-9
Pictures	3-5
Fashions	4
Cooking	4
Movies, Music	6
Books, Art	7
Realty, Building	12 to 15

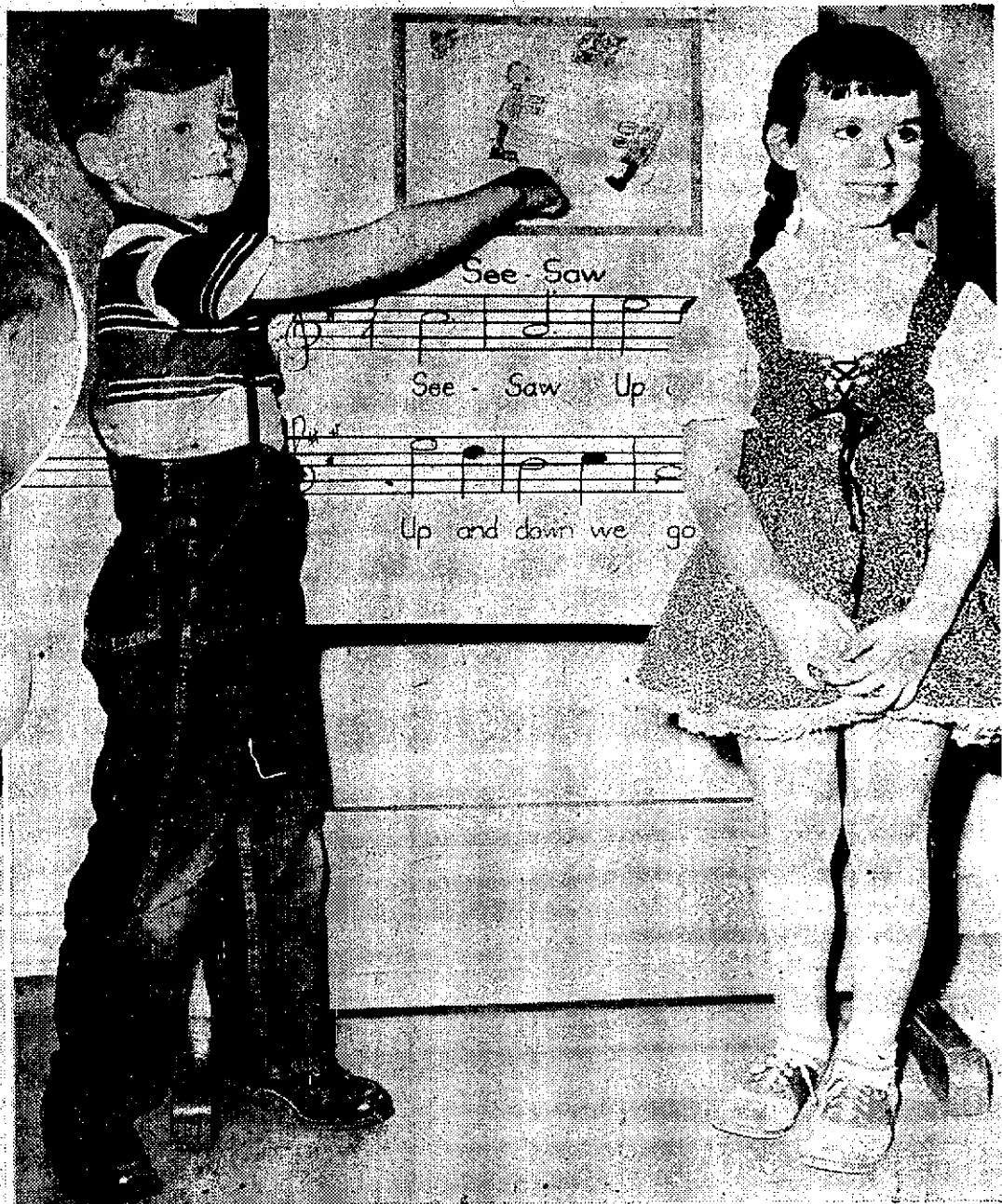
Member
PACIFIC SUNDAY MAGAZINES
FRED TAYLOR KRAFT,
Magazine Editor

Music for Every Child

None may ever achieve the stature of a Heifetz, a Kostelanetz, a Crosby or a Frankie Carle or the fame of Spike Jones, but each pupil in the Long Beach public schools has a chance to gain thorough grounding in music fundamentals from kindergarten through high school. Theme of the schools, "Music for Every Child," is especially suitable to observance of national Music Week, which starts today. Pictured here are scenes from some of the music classes.



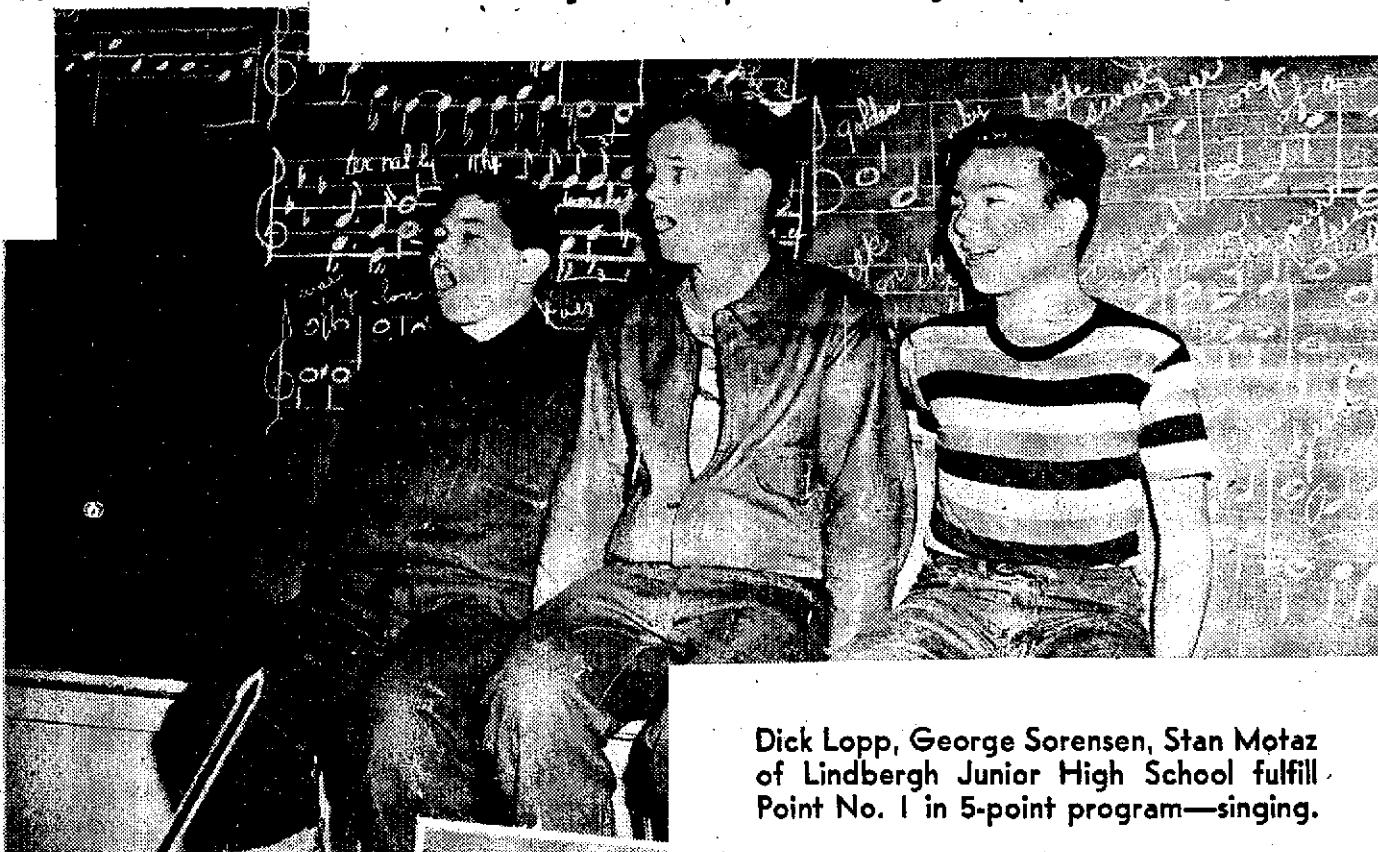
Gary Crawford of Hughes enjoys kettle-drum rhythm in special lesson. Cymbals are played at John Muir by Lonnie Hettinger.



Kenneth Purijoy points to a drawing of a see-saw as he and Denise Scifres listen to Garfield pupils sing song class composed. Listening is a point in training.



Carol Lawson, Raymond L. Cook of Lowell create music by learning staff, using staff liner. Pupils make up own melodies.



Dick Lopp, George Sorensen, Stan Motaz of Lindbergh Junior High School fulfill Point No. 1 in 5-point program—singing.



Enthusiasts on the French horn are Carolee Houser, left, James Dunn, center, and Tome Peterson, Hughes School orchestra members. Reading orchestration builds ability.



By fourth grade, one lesson a week is devoted to instrumental study. Jimmy Matson, Burnett, plays violin.



Lee kindergarteners enjoy story hour as Miriam Jefferay teaches them songs to go with pictures. Pupils (l. to r.) are Robert Riggins, Sharon Johnson and Clinton Shook.

—Photos by Frank Lindgren.



An exquisite wedding gown of silver-starred white organdy with underslip of white taffeta, has angel wing or puffed sleeves, full skirt, soft puffed hip peplum. From Jourdelles Cinderella wedding group. (above)

Date AT THE ALTAR

Busy fingers guide needles through folds of lustrous satin, silk and nylon and beautiful taffeta as June brides prepare for wedding bells. It's May and time to plan that trousseau for June or summer weddings is growing short. For aid in planning, study the Walt Disney Cinderella trio here.



Jourdelles bridesmaid dress of taffeta has angel-wing puffed sleeves, a puffed peplum, wide skirt (below).



Cinderella's wedding gown by Jourdelles is of imported damask organdy, has full skirt with puffed back, mutton leg sleeves. For young bride, (above)



How to Make Rugs

(Continued From Page 2.)

ton with a snap clothespin to hold it taut as you braid. Then you sew the strips together—and there you are! If you are making a border on a braided rug, you probably will find that it is better if you blend in the border color so there is not an abrupt change. She likes woolen materials for braided rugs, although they may be made of cotton, silk or other materials.

Mrs. Armentrout makes woven rugs on a small loom with two strands of hemp rope. She cuts the material one-half inch wide. In strips two and one-half to three inches long, weaves the material through and over the rope, clipping a strip at a time, to keep the

surface velvety. She especially likes bright-colored silken pieces for woven rugs.

Another popular number is a "sewing machine" rug. She cuts material—preferably knit underwear or stockings—into narrow strips, winds it around a U-shaped tool, and then stitches it fast to canvas on a sewing machine, working out the design as she goes along.

Most hand-made rugs may be washed satisfactorily, she finds. Mrs. Armentrout always "sizes" the rugs, brushing the backs with thin starch so they will lie flat on the floor.

Making rugs utilizes new or worn materials on hand and provides the satisfaction of creating beauty, she finds.



Short and back? This is "New Yorker" by Victor Vito, New York stylist. Ideal for straight hair.

Short or Long?



Short? This is the shortest, most sophisticated, straightest and severest; using jewelry for effect.

How will Milady wear her hair this summer? Long? Then here is an arrangement for the long locks.



Short and forward? Style here is a little longer, softer, fluffier, curlier, more feminine than most.

Wherever Smart Women Are Seen, the SKILES Look is Recognized



If your hair looks exactly as it did two years ago, you can't possibly be in fashion.

Burton Skiles
SALON FOR BEAUTY
251 East Fifth Street Phone 6-9689

Spring Is Here NOW is the TIME to REDUCE AT HOME Quickly, Pleasantly



YOUR BEAUTY BEGINS WITH A BOUNTIFUL BUST Add new beauty to your figure now with this safe, simple method of breast reconstruction. NOT A CREAM OR OINTMENT EASY TO USE—AMAZING RESULTS Photo proof in descriptive booklet Free upon request from

Lady Bountiful
612 HEARTWELL BLDG.
19 PINE AVE. Ph. 70-4911
Long Beach 2, California

Treats for Mother's Day

By Mildred K. Flanary

MAY 14 is Mother's Day and right now is a good time to plan a little something special for mother on the day devoted to her. Why not take the responsibility for meals from mother's shoulders for one day; treat mother to some special cooking?

Start with breakfast. Pile up a "stack of wheats" with butter, maple-blended syrup and sausage or bacon or both. For an appetizer, serve half a grapefruit garnished with orange segments and mint. Complete with hot fragrant coffee—and use the very best morning table setting available.

Here are two griddle cakes recipes:

Griddle Cakes
2 cups sifted flour
3 teaspoons double-acting baking powder
¼ teaspoon salt
1 tablespoon sugar, if desired
1 egg, well beaten
1½ cups milk
2 tablespoons melted shortening
Sift flour once, measure, add baking powder, salt, and sugar, and sift again. Combine egg, milk, and shortening; add gradually to flour, mixing only enough to dampen flour. (Batter will be lumpy.) Bake on hot griddle. Makes about 20 medium-size griddlecakes. Serve hot with plenty of maple-blended syrup.

Sour Milk Griddle Cakes
2 cups sifted flour
1½ teaspoons double acting baking powder
¼ teaspoon soda
1 teaspoon salt
2 tablespoons sugar
2 eggs, well beaten
2 cups thick sour milk or buttermilk
¼ cup melted butter or other shortening
Sift flour once, measure, add baking powder, soda, salt, and sugar, and sift again. Combine egg and milk; add gradually to flour mixture, beating only until smooth. Add shortening. Bake on hot, greased griddle. Serve hot with maple-blended syrup. Makes about 20 medium-size griddle cakes.

French Toast
1 cup seedless raisins
½ cup blanched almonds
¼ cup honey
4 eggs
¼ cup milk
¼ teaspoon salt
10 slices white bread
Deep fat for frying
Rinse raisins in hot water. Drain thoroughly and chop. Chop almonds and combine with raisins and honey. Beat eggs lightly and add milk and salt. Cut bread crosswise into triangles. Dip each piece into egg mixture and fry in deep fat to golden brown. Spread with raisin-honey mixture. Serve hot. Makes 20 triangles.

Here's something that will top off a dinner with just the right touch—Angel Food Cake served in thin wedges with ice cream or topped with ripe strawberries. Here is a recipe with a new technique that takes out the guesswork:

Angel Food
Preparations: Let eggs stand at room temperature an hour or two before using. Start oven for moderate heat (375° F.). Sift flour once before measuring. Lift by spoonfuls into cup until piled high, then level off by drawing spatula or straight knife across top. Do not pack or shake down. Sift sugar also.
Measure into sifter:
1 cup plus 2 tablespoons sifted cake flour
¾ cup sifted granulated sugar
Measure into large mixing bowl:
1½ cups (10-12) egg whites—at room temperature
¼ teaspoon salt
Have ready:
1½ teaspoons cream of tartar
1 cup sifted granulated sugar
1 teaspoon vanilla
¼ teaspoon almond extract
Sift flour and ½ cup sugar together four times. Beat egg whites and salt with flat wire whisk or rotary egg beater until foamy. Sprinkle in cream of tartar and beat until stiff enough to hold up in soft peaks, but still moist and glossy.

Add the 1 cup of sugar in 4 additions by sprinkling 4 tablespoons at a time over egg whites and beating 25 strokes by hand or 25 turns of beater each time. Add flavorings and beat 10 strokes by hand or 10



On her special day, March 14, treat mother to a special breakfast—the leisurely kind she seldom has time for.

turns of beater. Add flour-and-sugar mixture in 4 additions, sifting it over egg whites. Fold in each addition lightly with whisk or spoon, turning bowl gradually and using 15 complete fold-over strokes each time. After last addition, fold 10 strokes.

Baking: Turn into ungreased 10-inch tube pan. Bake in moderate oven (375° F.) 30 to 35 minutes.

Cooling: Remove from oven and invert pan on rack until cake is cool (1 hour). To remove cake, loosen from sides of pan with spatula and around tube with slender knife, gently drawing cake from pan.

Serving: Spread cake with pink-tinted frosting and serve with strawberries or pistachio ice cream.

For a tea in the afternoon, make a variety of small open-faced sandwiches and arrange on a large platter. Let guests serve themselves. Salted nuts, mints, a variety of cookies or wafers and both tea and coffee will complete the menu. Here are some sandwich fillings:

Frankfurter-Walnut
½ cup ground, cooked frankfurters
¼ cup chopped walnuts
½ tablespoon prepared mustard
¼ cup mayonnaise or salad dressing
Combine frankfurters, walnuts, mustard and mayonnaise. Yield: 1 cup.

Walnut-Smoked Cheese
¼ cup chopped walnuts
¼ cup smoked cheese spread
½ teaspoon Worcestershire sauce
¼ cup mayonnaise
Combine walnuts, cheese, Worcestershire sauce and mayonnaise. Yield: 1 cup.

Avocado-Shrimp
¼ cup minced avocado
¼ cup mayonnaise or salad dressing
1 teaspoon lemon juice
½ cup cleaned, cooked shrimp, chopped
Combine avocado, mayonnaise, lemon juice and chopped shrimp. Yield: ¼ cup.

Sheer Magic

AS FRESH and lovely as a spring morning is this handsome blouse to wear for dress-up in a sheer fabric, or for suits in rayon or fine cotton. Worn here by Republic Pictures star, Adele Mara, currently appearing in "Sands of Iwo Jima."

Premier Pattern No. 3106 comes in sizes 12, 14, 16, 18 and 20. Size 14 requires 3½ yards of 35 or 39-inch fabric. Pattern No. 3106 can be purchased for 25 cents. Please remit in coin or stamps (coin preferred), giving your name, address, pattern number and size. Mail your order to Premier Patterns, c/o Long Beach Press-Telegram Southland



3106

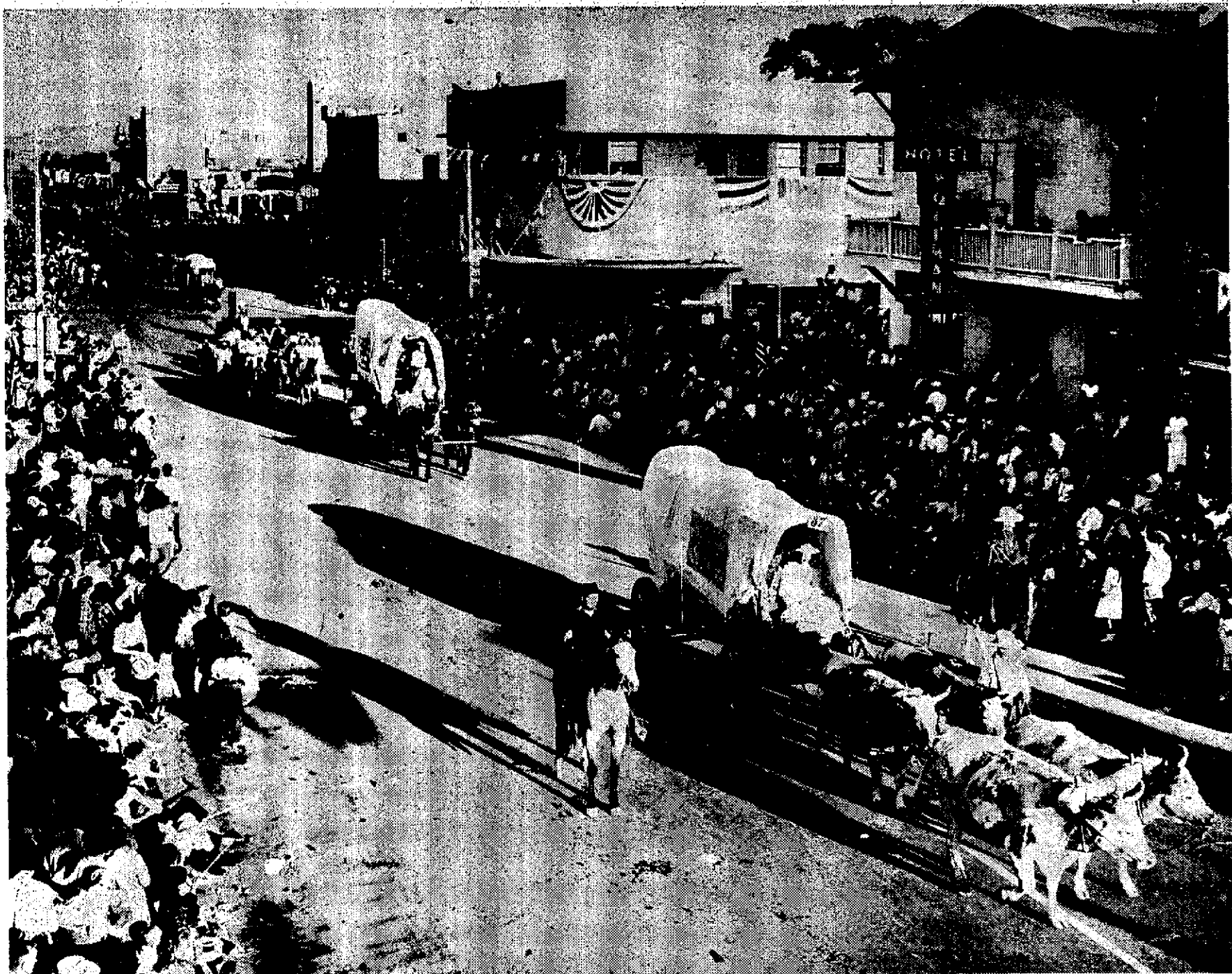


Desert Celebration

Climaxing a year of fun in the sun, Las Vegas, Nev., forsakes its peaceful ways and goes pleasantly berserk for a week in the spring. The occasion is Helldorado Week, observed May 11-14.



Helldorado Week originally was for the kids. Now grown into big-time proportions, it continues to feature the Children's Parade.



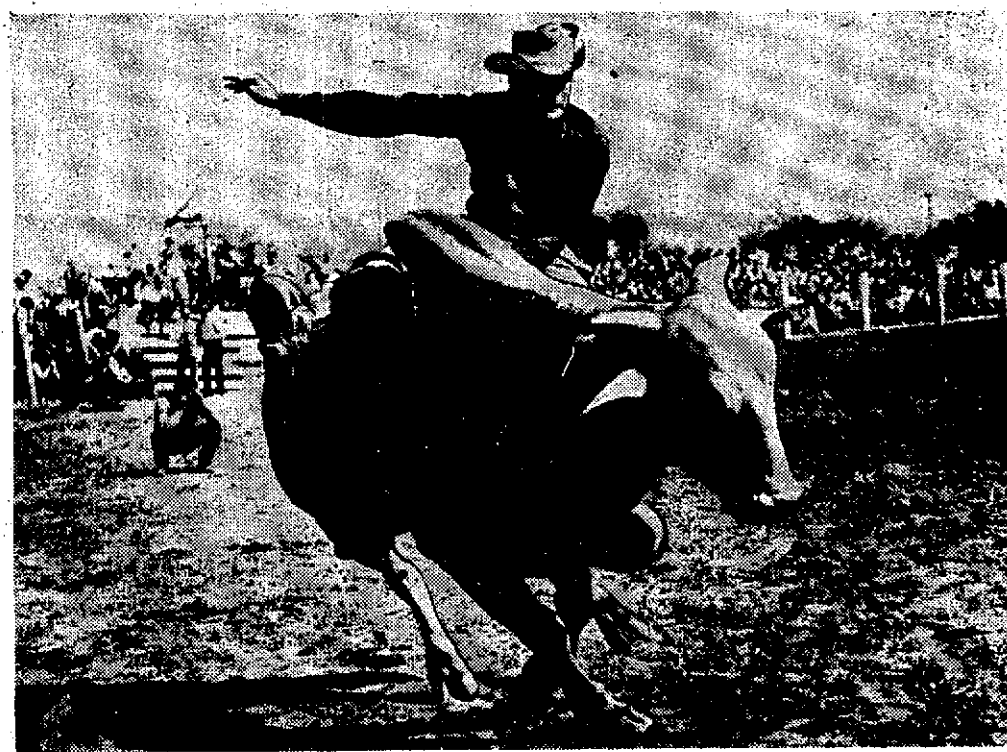
Hailed as the top celebration of the year in the Southwest, Las Vegas' Helldorado Week presents a pageant of history. Horses and oxen and mule-drawn vehicles, reminiscent of the early west, pass in an hour-long review.



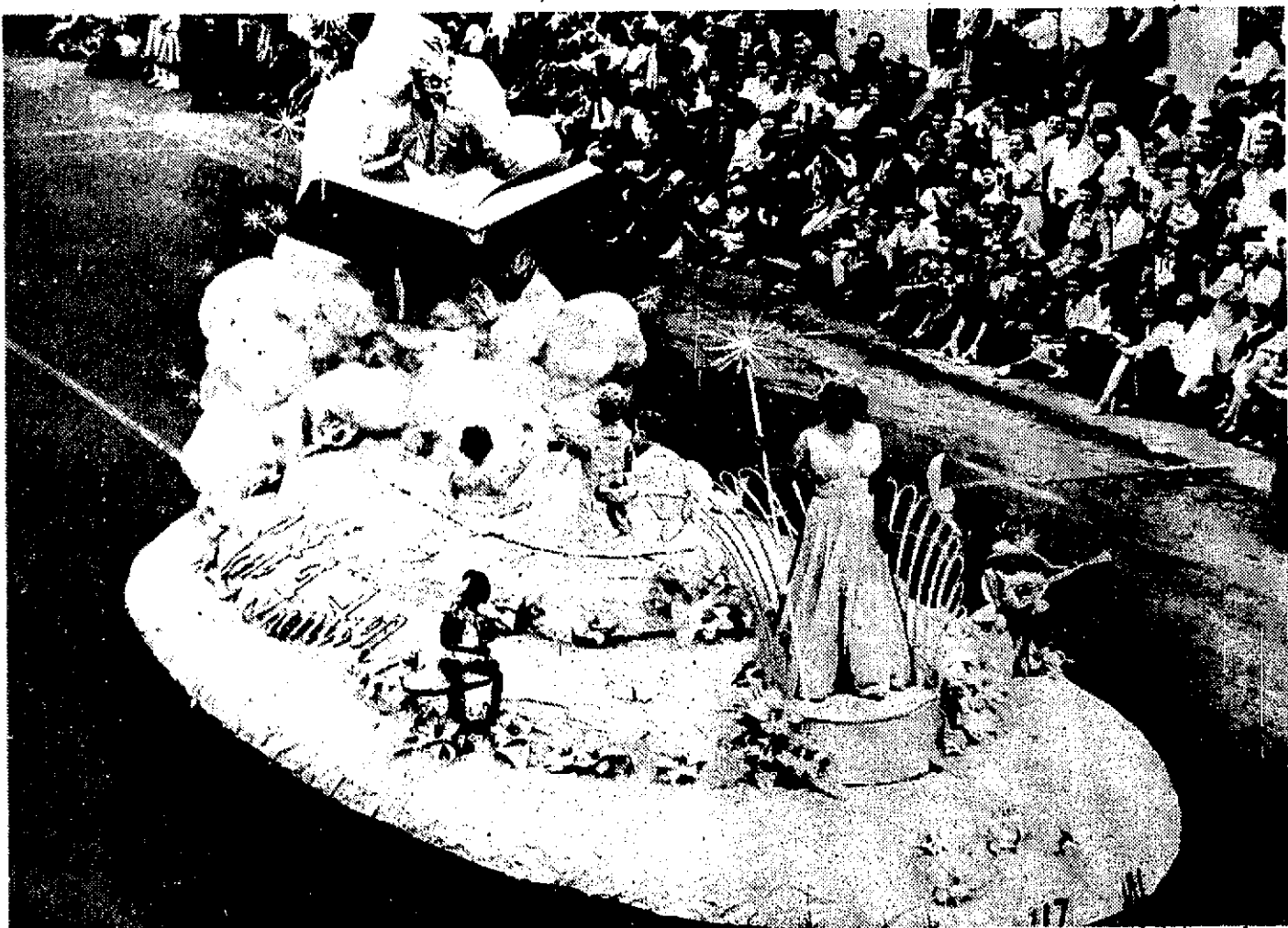
Bebe Shoppe, one-time "Miss America" goes to jail for wearing other than western garb.



Clear the streets for square dancers! Visiting city folks get an eyeful of how dancing is done in the country in Helldorado Week.



Wildest of western range cattle, the Brahma bull is bad news for the buckeroos. This rider hit dust soon after the photo was taken.



In an otherwise rough-and-ready western celebration, Helldorado's Beauty Parade lends a touch of elegance with its intrinsically beautiful floats and its very lovely ladies.



Beards are growing at this time of year preparatory to competition in the Whiskering contest. Fanciest, blackest, reddest, whitest and longest whiskers will be prize winners.

—Desert See News Bureau Photos.

Be Patient, Mother, If Junior Plays Hopalong

File Beverly Tyler Under 'Cutie Pies'

By Gene Handsaker

☆☆☆☆

HOLLYWOOD, May 6. (AP) If you were cataloging beauties that work in Hollywood, you'd file Beverly Tyler under the "Cutie Pie, Sparkling Blue Eyes and Auburn Hair" section. But, my, such a change! I can remember when Beverly, as a mere child of 19, was bubbly, bouncy and busting out with excitement of young stardom. Now a grown-up lady of 22, she's positively languid.

The new Bev is campaigning to convince Hollywood that kid stuff is behind her and she's ready for adult roles. Curled up in an easy chair, as cuddly-looking as a kitten, she explained her problem: Hollywood is a hard town to become grown-up in. "Everybody in the business still sees me as a little girl," she complained. "I think 'The Fireball' will convince them I'm grown up. I look older in it."

In that recently completed picture, Miss Tyler plays a professional roller-skater, Mickey Rooney runs away from an orphanage, bitter because his short stature hampers him in competitive sports. Bev befriends him, teaches him to skate, and helps him become champ. Romance blossoms, match.

A friend's suggestion pushed Miss Tyler into the movies. Born in Scranton, Pa., where she sang in the First Methodist Church choir, she was a New York radio actress at 13. One day she and Betty Chapman, another "Aunt Jenny" cast member, were walking down the street with Beverly's parents. They passed the Loew Building.

Patty told Beverly she ought to go upstairs and ask for an M-G-M screen test. Beverly and her mother went up. Beverly sang and played the piano for the test director. He brought in other executives. Finally one of them asked her mother, "Would you accompany your daughter to Hollywood?"

Bev arrived here when she was 14. She had drama, French, diction, dancing and singing lessons and went to the studio school for four years before the studio put her into ingenue roles. Last year, after seven and a half years' association, she and her studio made a friendly parting. Since then she has starred in a western, "Palomino," her first color film, besides the skating picture.

HERE'S one of those a-song-is-born stories starring a Hollywood columnist friend of mine, Lloyd Sloan: One evening, a part-time song writer, was kicking song ideas around with two composer friends. One of them, Leah Worth, remarked that the butcher had told her mother that day, "You know, Mrs. Worth, your daughter's a very pretty girl." Lloyd converted the incident into "Did Anyone Ever Tell You, Mrs. Murphy?" The third member of the party, Karl Suesdorf, wrote the music. Perry Como's record and two others have sold about 250,000 copies. The co-composers expect to gross around \$7000 each.

Laraine Day Shows Ability as Marksman

HOLLYWOOD, May 6. Laraine Day and Robert Ryan are husband and wife in RKO Radio's "The Woman on Pier 13." One of the most dramatic scenes in the film shows Miss Day in a shooting gallery seeking the murderer (William Talman) of her brother, while Ryan frantically combes the cheap neighborhood for his missing spouse.

Director Robert Stevenson had a most worrisome time filming that sequence. Between "takes," while camera, lights and sound equipment were being moved into position, not one non-working individual on the set should resist the temptation to test his or her marksmanship. The gunfire and hubbub was horrible. Finally Stevenson laid down the law: "During the lunch hour and for 15 minutes afterward," he

decreed, "the shooting gallery will be open to one and all. Shots will be on the house. But there will be no firing at any other time, except for the picture."

Robert Ryan promptly pointed to a sign in the scene, "Six Shots for 25 Cents," and suggested:

"If we charge everyone, maybe we can make back the cost of the film."

Following Stevenson's announcement, the gallery was packed every noon. George Gabe, studio prop man who rented the shooting range from a carnival company, won top honors as a rifleman—with Laraine Day a surprising second.

"Nothing to it," she explained. "I was born and reared in Roosevelt, Utah, where guns are familiar to everyone."



Terry Moore, beautiful young star of the film firmament, costars with Victor Mature and William Bendix in her newest film, "Walk Softly, Stranger," now being completed at Universal-International. Terry has been rising rapidly of late, one of her films being "The Return of October," in which she costars with Glenn Ford.

The Living Theater

If 'Wisteria Trees' Succeeds, Helen Hayes Should Get Credit

IF "THE WISTERIA TREES" has any success at all on Broadway, it must be on the popularity of its star, Helen Hayes, and not from any merit in the script, which is Joshua Logan's rewrite of Chekhov's "The Cherry Orchard" in American terms.

Logan, who also served the play as co-producer with Leland Hayward and as director, has turned out a paraphrase of the Russian original which substitutes the decadent landed gentry of the Old South at the end of the last century for the ditto of Old Russia. The transition is not a happy one.

The mood that Chekhov maintained in his static drama of the all-essential quality of "The Cherry Orchard," Logan has not been able to achieve this effect except for brief flashes in "The Wisteria Trees" and therefore it suffers by comparison.

But comparison with Chekhov, which must irk Logan, although he brought it on himself, is not the prime consideration in this case. The fact is

that this is just another play about the decline of the Old South and its mores, and it is far from being the best of its kind. There have been many such dramas, and Lillian Hellman, to name a prominent and recent teller of this field, has turned out a couple of plays that make "The Wisteria Trees" seem like a childish exercise. There are some others.

Miss Hayes, of course, has the role that is equivalent to that of Madame Ranevsky of "The Cherry Orchard." She is a Louisiana woman of gentle birth and landed family who returns to her run-down estate after a five-year sojourn in Paris with a no-account lover. Efforts of an uncouth newly-rich offspring of poor whites to make a commercial effort to save their acres fail and the upstart buys the place himself. He proposes marriage to the woman to keep the plantation in the family but she turns him down to return to her lover in Paris.

Miss Hayes is effective in several scenes, notably when she tells of her romantic past and when she entertains some children with an old nursery song. At other times, she seems to be just too, too precious and a good candidate for a chiding directorial hand.

Walter Abel, ordinarily a good player, portrays the shiftless brother with a set of mannerisms that quickly becomes irritating. Kent Smith, another fine actor, does nobly with the difficult role of the newly-rich man but he often seems uneasy in the part. Alonzo Bosan, Bethel Leslie, Georgia Burke, Vinie Burrows, Peggy Conklin, Maurice Davis and Douglas Watson round out the cast.

The work of Davis as a Negro servant who has become enamored of Paris in the five

years he spent there is highly amusing but it is out of tune with the rest of the play.

Lotte Lehmann Sings Tonight in Long Beach

By Mary Lou Zehms

LOTTIE LEHMANN, one of the great living interpreters of both song literature and opera, will appear as soloist tonight with the Standard Symphony Orchestra of Los Angeles, in concert at the Long Beach Municipal Auditorium. This special Standard Hour broadcast will be in honor of the Grand Lodge, Independent Order of Odd Fellows and Rebekah Assembly, which begins its state-wide meeting here tomorrow.

Mrs. Lehmann will be heard with the orchestra in four selections, Schubert's ever-popular "Serenade," Mendelssohn's "On Wings of Song," Brahms' "Cradle Song," and "Messages,"

by Schumann. Orchestral selections will be from compositions by Brahms, Schubert, Mendelssohn and Strauss.

It was in Vienna that Lehmann first achieved her great fame. Here she evolved her great opera interpretations, which were to place her with the foremost singers of our time—the roles of Siglinde, the Marschallin, Leonore. In Vienna she emerged as a great interpreter of Richard Strauss' operas; for her, Strauss composed his "Arabella." And in Vienna she gave the first of her classic Lieder recitals, revealing herself as one of the most eminent song interpreters in Europe.

Her striking successes in opera were coupled with equally impressive appearances in concert hall. In America she has become one of the best-loved of all singers.

In 1933, when the Nazi government came to power in Germany, Mrs. Lehmann (who is an Aryan) renounced her fatherland as an expression of hostility to Fascism, and adopted Austria as her new homeland. In 1938, when Nazi troops entered Austria, she once again changed her country. She established residence in the United States and applied for citizenship. She now lives in Santa Barbara and is almost as much devoted to literature as to music, having written a novel and an autobiography.



Lotte Lehmann



Latest charmer on the Warner Bros. lot is Gaby Andre, who hails from France, and whose smiling, hypnotic eyes do strange things to men. Her figure is beautiful, too. She's completing her American screen debut in the valley lot's forthcoming dramatic thriller, "The Two Million Dollar Bank Robbery."

Record Album

By Delos Smith

JUST about the ultimate in music and performance is to be had in the first eight preludes and fugues of Bach's "Well-Tempered Clavier" played by Wanda Landowska on her harpsichord. (RCA-Victor; six seven-inch rpm's.) Marking the 200th anniversary of the master's death, these records also are the first installment of Miss Landowska's willful legacy to musicians and music-lovers.

Now 72 years old, she has recorded all 48 preludes and fugues which are in two sets of one prelude and fugue for each of the keys, arranged chromatically rather than by key relations. Victor plans to release these 48 chapters of music's bible in batches of eight and presumably will release them all during this Bach bicentennial.

The result of Miss Landowska's considerable undertaking will be accepted on faith by all who know her — and who doesn't know her after her long life of luminously projected musicianship? A reviewer's comment bogs heavily by being

superfluous. Therefore, let it be limited to this: you haven't really heard Bach's keyboard music until you've heard it played by this sublime artist on her harpsichord. She is among the great Bachians of our times.

Another newly released Bach piece is the third motet, "Jesus, Dearest Master," sung by a chorale of two sopranos, altos, tenors, and basses directed by Robert Shaw. (RCA Victor; four 7-inch 45 rpm's.) It measures with Shaw's notable series of Bach recordings without entirely equalling the practically flawless performances of the B minor Mass and the Magnificat. This one has been made a bit obtuse by artifice—a pre-occupation with polyphonic exactitude at the expense of content. And what was the point of translating the text from the German when the singers make the English a mumble-jumble?

Jean Françaix, engagingly youthful French composer who has been sparsely recorded, now is available in his Serenade for 12 Instruments, conducted by Eugene Jochum. (Capitol-Telefunken; 10-inch LP backed by his previously released Concertino for Piano and Orchestra.) It has gaiety, sentiment, originality, and a fast flowing animation.

Two rarely performed but satisfying symphonies from Haydn's late middle period, No. 77 in B-flat and 78 in C minor, have been recorded for the first time for a domestic market by a symphony orchestra under Henry Swoboda. (Concert Hall; one 12-inch LP.)

Attentive to Ladies

HOLLYWOOD, May 6. (AP) Handsome Paul Henreid shows the ladies with devoted attention in movies. But he says they're silly to expect the same thing from their husbands.

Even Henreid, after a long, happy marriage, no longer kisses his wife's hand and pays her flowery compliments each evening. "Even Sir Walter Raleigh," he said, "would have stopped spreading his coat in mud puddles for his wife after a few rainy seasons. He couldn't have afforded to pay the cleaning bills."

Henreid, currently playing a swashbuckling buccaner in Columbia's "Last of the Buccaneers," said many women who write him complain that the honeymoon is over after the first year of marriage.

"It's then that the husband begins to forget the little things he used to remember," Henreid said. "He takes things for granted. He gets out of the car and just walks away, leaving his wife to open her door and get out by herself."

"He used really to kiss his wife when he got home at night. Now he gives her an automatic peck on the cheek. He used to notice what she wore."

"One woman wrote that now she could walk out wearing a leopard skin loin cloth with a live turkey on her head and her husband wouldn't know the difference."

Now, she says, he doesn't even remember the date.

"My advice to these women," the suave movie lover says, "is not to worry about the little things husbands forget. It doesn't mean a thing. 'We're all guilty—even me.'"

Boy May Land in Movies

By Patricia Clark

HOLLYWOOD, May 6. (AP) Mothers, be patient if Junior plays Hopalong Cassidy from breakfast call to sundown in the old corral. Maybe someday it will make him a movie star.

If he not only takes the part of Hopalong but also portrays the Indians, you've got an Academy Award prospect in the nursery.

This word comes from Richard Basehart, who started his acting career playing cowboys. Now he's one of the better thespians around town.

"It's good practice for the kids to run around the backyard strutting like cowboys and chasing the rustlers over the hill," Basehart said. "They take their acting as seriously as any Hollywood star."

It's going a little too far, however, Basehart admitted, when they demand to be outfitted with Hopalong, Roy Rogers and Gene Autry outfits, so they can change identities and confound the villains.

"Like any actor, the kids probably don't want to be typed," he suggested. "They are developing their imaginations and broadening their scale of emotions."

"Just so long as they don't try to throw one another over cliffs."

Basehart advised parents contemplating a trek to Hollywood to watch for a variety of characterizations in their children's games.

"The little boy who plays a cattle rustler one minute and who gallops after himself as the sheriff the next shows a great ability for characterization, he said. 'It indicates he can lose himself in the story.'"

And what can this cowboy stuff lead to? Ex-cowboy Basehart, after scoring a resounding hit on Broadway, is now co-starring in his sixth movie, 20th Century-Fox's "Trumpet to the Morn."

'Villain' Goes Soft

HOLLYWOOD, May 6. Tough guy Dan Duryea is beginning to wonder if he's losing his grip.

A scene in "One Way Street" at Universal-International called for Dan to sit stoically without blinking while one of his henchmen fired a shot killing another in their hotel room.

It was a closeup of Dan and the director wanted to get an unflinching quality from Duryea. Not a muscle was to move, not an eyelid.

The shot was fired, a loud explosion from a studio blank cartridge. Duryea blinked and jumped six inches. They tried it again. Same effect. He had always been on the firing end. He had never been forced to watch and listen to a firing in a closeup-scene.

The "take" could not be achieved until the prop man fired the shot with a cap pistol.

"I'm not as rugged as I thought I was," commented Dan. "Next time just drop a pin."

Jackie Robinson Shuns Acting

HOLLYWOOD, May 6. (AP) Jackie Robinson, a triple-threat athlete, says he's had offers to make a career out of movies, but he plans to stick to baseball.

"I'm a ball player, not an actor," the Brooklyn Dodger second baseman said. "It would be ridiculous to try to compete with the many fine actors now in Hollywood."

He'd be as out-of-place in front of the camera, he figures, as Frank Sinatra trying to bat a home-run.

Robinson's first — and, he says, last — acting stint was playing himself in "The Jackie

Robinson Story," produced by William E. Heineman and Mort Briskin for Eagle-Lion release.

"He is an unusually fine mimic," director Alfred E. Green, who also directed "The Jolson Story," said of Robinson. "It was much easier to prepare him for the camera than I expected. He had an instinctive understanding of what I wanted him to do, and did it with a minimum of coaching."

Robinson's performance got him several other acting offers, including one to portray Henri Christophe, the black King of Haiti. He turned them all down. The ball player studied his dialogue religiously at night

and seldom missed a line during shooting. Often the company could use the first try at a scene.

"What else could they do?" Robinson shrugged. "They knew they'd never get it any better."

Robinson's acting ability was proved in one scene when he was supposed to be hit by a "bean" ball thrown by a baseball opponent. The pitcher threw the ball with terrific speed. It flashed past Robinson's head. He slumped to the ground, stretched out, and lay still.

In the stands a woman extra gasped, screamed and fainted. That wasn't in the script.

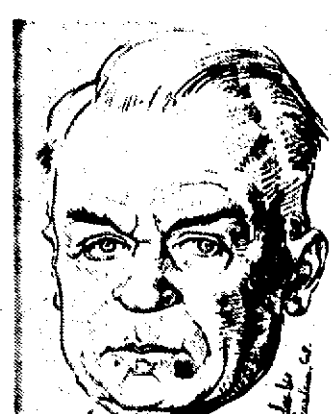
Book Reviews

Scientist Writes of His Philosophy

By Gerald Lagard

THE AUTOBIOGRAPHY OF ROBERT A. MILLIKAN. 298 pp. New York: Prentice-Hall, Inc. \$4.00.

IN 1967 James Clerk-Maxwell read a significant paper on the theory of electromagnetism, and Robert Millikan was born the following year. So perhaps few physicists were able to follow the growth of electrical theories into engineering principles so closely as was the gentleman who might now be called "Dr. Cal Tech."



The autobiography of Dr. Robert A. Millikan, vice chairman of the board of trustees of California Institute of Technology at Pasadena, and an amazing man of science, has just been published by Prentice-Hall.

By the turn of the century modern physics had been stimulated by the discovery of X-rays and radio activity; and the development of the theory of negative electrons as the constituents of all atoms in the universe shaped the study and research of Millikan for the next 50 productive years.

This volume is a summing of the scientific philosophy of an unquestioned genius for the taking of pain and in Millikan's career the man of science has often been qualified by the man of understanding for the frailties of human nature upon which, in the end, the use of scientific powers of life and death must depend. So in the sum of a lifetime's experience with terrific forces, Robert A. Millikan pleads for the use of such forces for the good of that SOMETHING in the universe which gives significance and meaning to existence.

Books Writers

Manhattan Editor Authors New Novel

By Joseph Joel Keith

CHARLES ANGOFF, managing editor of The American Mercury, is the first editor I visited when I journeyed to New York. Mr. Angoff treated me to a handsome lunch, for a contributor to a magazine should never set the dangerous precedent of 'buying an editor's lunch! Doing one of the liveliest jobs in the publishing business, this genial, intelligent editor finds time after poring over hundreds of manuscripts to do other important tasks as well.

Just recently, for instance, he completed a new novel which will be published by Beechurst, wrote a fine story for the Arizona Quarterly, and one of the original poems by this editor-writer has been selected by the five editors of Poetry Awards, the project with offices in the Southland that is awarding approximately \$3000 annually to poets writing in English. Mr. Angoff's work will be published in Poetry Awards 1950, to be published by the University of Pennsylvania Press. Mr. Angoff's poetry, characterized by a warm perceptiveness and a trenchant wisdom, has appeared, as a poet, in the California magazine, Variegation, and in the handsome and finely edited Journal, Southwest Review, published by the University Press in Dallas.

THE PEN AND BRUSH CLUB, founded by Ida M. Tarbell, feeling that Mr. Angoff, after conducting classes at the University of Kansas City, needed a bit of work, managed to place him for a lecture in their New York headquarters. As joint speaker on this program, I'm going to have to step lively so that I will lag not too far behind one of Manhattan's liveliest and most engaging talents.

BRIEF BITS about bright Manhattanites: LEONORA SPEYER, Pulitzer Prize winner published by Knopf, was a famous violinist in her younger days. A high intelligence, she is a delight to hear and a joy to see.

LOUISE TOWNSEND NICHOLL, E. P. Dutton editor and writer, is not the average observer's idea of an important editor. She is lovely, quiet, soft spoken, a fine quiet critic.

SARA HENDERSON HAY, also published by Knopf, could step right into a Hollywood production—she is that pretty. Sally Hay reviews prose and verse for the Saturday Review.

Stamp Collectors Welcome Thousands of stamps at 1c each. Also better stamps, U.S. and foreign, all kinds of albums, hinges, etc. STAMP SHOP, 1088 Pine Avenue

YOUR \$1.00 WILL BUY A collection of 1,000 all different stamps from the four corners of the world a beautiful collection and many more! Our special price of \$1.00 FREE! Please request approval with your order and receive FREE 1,000 stamps and a metal perforation gauge. BELMONT STAMP CO. 800 Sixth Ave., Dept. 35, New York 1, N. Y.

Unusual Books

"NEW ENGLAND: INDIAN SUMMER," by Van Wyck Brooks (Dutton, Everyman's Library, \$1.25) is one of the new editions of the always popular Everyman list. However, this is a striking new format with larger type and entirely changed from the earlier small print and narrow margin. The book has usually typified library editions. With fine cloth over boards, these volumes are lovely to hold as well as easy to read. Ten titles are in the new editions at present.

"THE CHURCH ALIVE," by Samuel M. Shoemaker (Dutton, \$1.50) sets up the principle which will guide both clergy and congregation through into a stronger interpretation of the living faith which makes up the church. The sources of Christian power are presented in complete spiritual confidence, such a confidence often being needed by a minister who feels that somewhere he has failed to make the most of his position as a moral and spiritual leader.

"THE VATICAN AND THE HOLY YEAR," by Stephen Fenchell and Philip Andrews (Harcourt House, \$2), comes at a timely moment, when many tourists of all faiths will come to Rome for the Holy Year. The history of the Eternal City is developed throughout the text, and the present-day Vatican is here both in text and in pictures as a guide to visitors, or as a reference book to treasure as a symbol of a great spiritual experience.

GEORGE S. REEVES gives a factual account of "man against the elements" in his autobiographical book "A Man From South Dakota" (E. P. Dutton, \$3). Here is the story of a college graduate who takes over his father's ranch in the Black Hills country of South Dakota and the bitter lessons he learns. The narrative begins in the lush 1920s, moves dramatically through the bleak days of depression and dust bowl, and carries the reader through the hectic days of World War II. A human treatment of a depressing picture of unending labor.



This decoration, appropriately titled "Pain and Parting," is from "Love Poems of Six Centuries," edited by Helen Husted, being published by Coward-McCann.

7 Stamps Approved

SEVEN new 3-cent postage stamps have been approved for issue during the remainder of 1950. The place and date of first-day sale of each have been announced by the postmaster general as follows:

- June 3—Gateway to the West—Midwest Centenary, Kansas City, Mo.
- June 12—Executive, National Capital Sesquicentennial Series, Washington, D. C.
- June 30—Boy Scouts of America, Valley Forge, Pa.
- July 4—Indiana Territory Sesquicentennial, Vincennes, Ind.
- Aug. 2—Judicial, National Capital Sesquicentennial Series, Washington, D. C.
- Sept. 9—California Statehood, Sacramento, Calif.
- Nov. 22—Legislative, National Capital Sesquicentennial Series, Washington, D. C.

The Week's Crimes

SEEMINGLY supernatural, events at fashionable Breton School for Girls cause goose pimples and fainting spells among the servants and students and cost a young teacher her job. When happenings take a grisly turn—murder, no less—the seemingly supernatural assumes new significance. The plot chiefly involves Faustina Crayle, a physically frail but mentally sturdy teacher who seems to appear in two places at once; Dr. Basil Willey, psychiatrist for the district attorney of New York; and Raymond Vining, brother of one of the Breton students. There's a lot of talk, some of it mere wordage, of the supernatural before this resolves itself with a normal answer. Or is the answer normal?

MAKE HASTE TO LIVE, by the Gordons, 225 pp. New York: Doubleday for Crime Club, \$2.25.

CANDLEWOOD is a hot desert town, and Crystal Benson runs it in a fashion, as a friend of the sheriff and as publisher of the town's only newspaper. However, back of her is the greater heat of Chicago when Al Capone was a power in his own right. Randy is Crystal's daughter, and when Steele Blackwood comes to Candlewood, Crystal sees in him a menace and a goading conscience. The plans are laid, plans for violence. And it at last depends upon who gets his lick in first.

Simple Tells His Troubles

SIMPLE SPEAKS HIS MIND, by Langston Hughes, 231 pp. New York: Simon and Schuster, \$3; Readers edition \$1.

THIS is not a novel; it does not begin anywhere and it does not end anywhere. But throughout the entire mindful speaking of Simple, the reader will find more than any conventional novel could give him. This is the Negro; neither the clown nor the dark menace—simply a man who grows more and more bewildered and tells of it so the reader may retain the illusion of eavesdropping.

What he hears is sorrowful, but not tragic. Tragedy is never completely accepted by those involved in it. But for all the sorrow, it must be dug out from beneath the humor which overlays Simple's spicy account of what has happened to him, and what will be apt to happen to him in the future.

"Suffered!" cried Simple. "I have been underfed, underpaid, undernourished, and every-thing but undertaken. I been bit by dogs, cats, mice, rats, poll parrots, fleas, chiggers, bedbugs, granddaddies, mosquitoes, and a gold-toothed woman... Why, man, I was born with measles..."

"Having survived all that," says the narrator, "what are you afraid of now?"

"I'm afraid," said Simple, "I will die before my time."

But Simple will not die, nor will he go away if you don't look at him. And if you listen to him, and keep listening, you may hear this: "Gimme another beer, Tony! I can lean on this bar, but I ain't got another thing in the U. S. A. on which to lean."

Play Games

60 SWELL PLAYMATE GAMES, by Caroline Horowitz, 98 pp. New York: Hart Pub. Co. \$1.25.

This is a most novel little volume, containing the means to entertain children from ages 7 to 13 both indoors and out. The instructions are simple and the materials for each play; time activity are listed above the instructions. The book is generously illustrated in color.

Prize Winner

Emma Smith has been awarded the James Tait Black Memorial Prize in England for her novel, "The Far Cry," published early this year in this country by Random House.

A Nobody Sacrifices Much to Ambition

TASKER MARTIN, by Diana Gaines, 342 pp. New York: Random House, \$3. WHEN he was a neglected, stub-toed youngster, the son of the drunken handyman in Delacourt, Mich., Tasker Martin got himself lost on Mount Macassawbi. Probably he did it on purpose, so that he could be rescued dramatically, and people would make a fuss over him, as they did when they found a lost Bedlington terrier that had belonged to a rich man of the community. But nobody came looking for Tasker, apparently nobody missed him. He went home, his clothes torn, his feet goey with sores, and found his father asleep. Tasker filled himself up with cold rhubarb pie, caught a freight train out of there.

From that time on, his

threat was "you'll hear of Tasker Martin!" He got a toe-hold in business through a bootlegger, then a gangster, then he climbed up to become one of the scions of industry. He sacrificed to ambition the women he loved and the women who loved him; friendship, old contacts, old loyalties steadily went overboard as Tasker Martin moved up.

But in an hour of great humility, he stands on a hillside and watches a sun rise over a peaceful countryside below. The memory of that lonely time on Mount Macassawbi comes back to him; he plunges into the work of one of the farms in the valley. He drives a tractor, he milks a cow, he goes to a Farm Bureau meeting, he meets people who like him even though they think he is only a hired man. He falls in love with a girl that he cannot have because he is 47—too old. Then Tasker Martin begins a new life with Elizabeth, his wife of nearly a quarter of a century. It is a gripping story, but at least one reviewer thinks it could use disinfectant in spots.



Many-colored fish splash in limpid water, achieving unusual patterns of motion and color in this "Oceanic Patterns." Painting won first place in water colors for Lucille Brown Green in current Art Association show in Jergins Arcade. First place in oils went to John Barnard with his "Flowers in Bronze."

'Art in Action' Theme for Outdoor Festival

"ART IN ACTION" will be the theme of the Outdoor Art Festival May 20 and 21 in Bkby Park.

In smocks—and possibly berets—artists will be drawing, painting, sculpting, working at looms, hammering copper and working with leather, the potter's wheel will be turning.

The festival, as Mrs. Dean Godwin, its generalissimo sees it, will be "a community-wide, co-operative enterprise, to let the public know what art is being done in Long Beach, and who the city's artists are."

Art groups, such as the Art Association, Artists' Guild, Spectrum Club, Brush and Quill Club, Camera Guild, will have special exhibits. Architects will have a display. Pupils, ranging from kindergartners to City College co-eds, will show art work done in the city schools. Assistance League will have a booth. The public library will have a display of art books available to the public.

The festival will be open from 10 a. m. to 5 p. m. each day. There will be no charge for attending, no charge for exhibiting. Each artist will decide whether his or her work will be for sale. Expenses will be borne by the city, through the budget appropriated for the Municipal Arts Commission, of which Mrs. Godwin is chairman.

"Just one more chance... please, dear!" This picture and foregoing caption are from Clara Barnes Jr.'s new picture book, "Campus Zoo," just published by Doubleday.

CAMPUS ZOO, by Clara Barnes Jr., 75 pp. Garden City, N. Y.: Doubleday & Co., Inc., \$1.

If you haven't a fine sense of humor, don't touch this book! But if you liked Barnes' earlier smash sellers, "White Collar Zoo" and "Home Sweet Zoo," you'll find "Campus Zoo" side-splitting entertainment. As in the others, this book consists of animal pictures with captions. It recalls some many characters met at school and, incidentally, bring back clearly some all-but-forgotten incidents in school life.

Long Beach Best Sellers

- FICTION: 1. THE CARDINAL, by Robinson, 2. MR. MIDSHIPMAN HORNBLLOWER, by Forester, 3. JUBILEE, by Britton, 4. EACH BRIGHT RIVER, by McVey, 5. THE WALL, by Hersey.
- NONFICTION: 1. THE GREATEST STORY EVER TOLD, by Outler, 2. WORDS IN COLLISION, by Velvelsky, 3. THE MATURE MIND, by Overmire, 4. CHICAGO CONFIDENTIAL, by Lait and Mortimer, 5. THE ART OF REAL HAPPINESS, by Peale.
- JUVENILE: 1. WALT DISNEY'S CINDERELLA, 2. HEDDA, 3. TEN LITTLE CHOC-CHOC TALES, 4. PLAY AHEAD BOOK, 5. GOLDEN MOTHER GOOSE.

Moves to Top

"Chicago Confidential," by Jack Lait and Lee Mortimer, and published recently by Crown, now is in a third printing. Sales exceed 40,000 of the books.

WALKER'S

for all the newest books & best sellers JOIN Walker's Literary Guild Book Club reg. 2.75 to 5.00 guild selections to members 200 only for 2 BONUS BOOKS Given Upon Joining YOU GET 3 BOOKS FOR 2.00 Pine at Fourth

Buffums

BOOK SHOP, LOWER LEVEL

A Dream House for Less than \$3500!

Build Any One of 8 Beautiful Homes Yourself with the aid of "YOUR DREAM HOME" how to build it for LESS THAN \$3500

EVERY STEP MADE EASY EVEN FOR THE GREENEST AMATEUR THOUSANDS are doing it—can you? With the aid of this easy-to-follow, step-by-step wonder book, you can build yourself the home of your dreams—any of 8 different beautiful styles—for any location—even if you've never held a hammer in your hand before!

Pictorial Instructions—Complete Building Plans—All Materials Listed!

Everyone knows material costs represent only 25% to 35% of the price of new houses. Build yourself and save that other 75%—yes, save \$4500 to \$15,000! 1000 show-how pictures clearly explain every step from foundation, masonry and frame construction, building roof and partitions, installing plumbing and electricity, building modern kitchen, bedrooms, garage, etc. Prepared by nationally famed Handyman Hubert Cobb, 512 pages, \$3.95. Book Shop, Lower Level.

Buffums' PINE at BROADWAY LONG BEACH, CALIF. Please send me "Your Dream Home—How to Build it For Less Than \$3500." ☐ Enclose \$3.95, plus 3% tax ☐ Charge my account

Name _____ Address _____

RECORDS

RECORD ALBUMS

The Voices of Entertainment! You'll find a COMPLETE selection of records and record albums at

CARL'S RADIO

BELMONT SHOPS 5110 E. 2nd St. Ph. 8-0172 WEST SIDE 2048 Santa Fe. Ph. 7-1809

MOTHER'S DAY SPECIALS
Collection of
8 Mums 50¢
BEDDING PLANTS
Asters, Snaps, Phlox, Zinnias, Stock, Doz. **19¢**
POTTED PLANTS
All kinds for as little as **25¢**
MARGUERITES
Blooming, special, gal. **35¢**
FLORA VISTA MUM GARDENS
1810 WEST WILLOW ST.
Phone 7-7545

GARDEN HARMONY
Color harmony in the garden will be discussed next Sunday in the Press-Telegram
SOUTHLAND MAGAZINE



The Abundant Pelargonium

By Bob Gilmore

NO MATTER where you live in Long Beach, the geranium will prove a natural for your garden. These abundant plants are natives of South Africa, a region where climatic conditions are similar to our own. The common geranium—it is really a pelargonium—probably produces more flowers during the summer than any other comparable subject.

The plant most amateur gardeners refer to as a geranium is pelargonium hortorum. It has been called geranium for so long that it is doubtful if pelargonium will ever take over. It has won its fame as a bedding type of plant.

Pelargonium hortorum has also been called the horseshoe geranium because of the horseshoe markings on the foliage. Professional gardeners are liable to call this variety the fish geranium because of the peculiar, fish-like odor of the leaves.

The Martha Washington types of pelargonium are perhaps the showiest members of

the family. Botanically they are pelargonium domesticum. Martha Washington geraniums are often described as the gayest perennials in the flower garden. They are also splendid for pot subjects and under artificial lighting the blooms take on a luminous and radiant cast.

Pelargonium odoratissima is another interesting plant, although not too well known. Perhaps the most familiar member of this group is the rose geranium. The leaves are all delightfully scented and there are just about 200 separate varieties. The plants are quite attractive and are recommended for brightening up your kitchen window ledge. Small, purple-toned flowers often appear throughout the year. The cinnamon-scented pelargonium is an old-time favorite.

The fourth type of pelargonium is petitum, better known as the ivy-leaved geranium. Generally speaking, all four

types of pelargonium, or geranium if you insist on calling them that, respond to the same type of culture. The plants are sun lovers and prefer the wide open spaces. Sun and wind do not bother them at all, with-in certain limits. For show purposes partial shade may prove desirable as the flowers will show less discoloration.

FEEDING pelargonium should be no problem. The fact is that the less feeding the better. A rich soil will prove ruinous. It may encourage plant diseases and often too rich a diet will produce leaf growth rather than flowers. A fairly small application of a well balanced food during the spring and summer should prove ample. Fertilizing should be discouraged during late fall and winter as the plants tend to go dormant at this time.

The manner in which you water the plants may well determine your success as a grower of pelargoniums—or geraniums. An excess of moisture or a water-logged soil is highly undesirable. Spotted leaves, often assumed to be a disease, are simply the result of too much water. But a real disease, known as black rot, does result from too much water in the soil. The plants are especially susceptible during fall and winter when dormancy is setting in.

ing than it does along the coast, although spraying for aphids is usually needed any place. Light rich soil with enrichment of well-rotted manure plus good drainage and adequate water will bring the plant to glorious maturity and keep it so.

The hibiscus has several handsome relatives, all of which are mallows. One of the showiest is abutilon or flowering maple. This is a quick-growing plant with bell-shaped, colorful blooms and handsome foliage. It makes a fine window specimen, and needs plenty of shade and protection. Soil should be enriched with leaf-mold. The plant grows ideally wherever fuchsia is happy.

A tree form of the mallow is the Lagunaria Patersonii, a medium-sized subject, trim-appearing and clothed in grayish leaves. During its blooming period, it is startlingly beautiful, for the flowers are prolific and glow like stars. Brown seed pods are also present.

THE FAMILIAR hollyhock is a hardy mallow with lovely large blooms on tall stalks. Flowers are either single or double and range in color from white to red through purple. This plant makes a fine tall border or may be grown near a fence or building.

The mallow also appears in vegetable form—okra or gumbo. This is an annual from three to five feet high which produces long, green, nutritious pods used in stews and soups.

The common cotton plant is the most valuable mallow, commercially speaking.



The hollyhock is a hardy mallow with large blooms.



Lagunaria Patersonii is a graceful form of mallow.

(Advertisement)

FREE!

Generous 48¢ bottle of the new GUARANTEED chemical for Aphids and Ants you have been reading about. On ants the authoritative scientific Journal of Economic Entomology calls it "the most effective killer yet tested." Now successfully blended at Compton, California, in a way that is proving extraordinary on aphids, scale and mealy bugs. (See recent editorial comment Press-Telegram Garden Page, and most other Southern California papers.) Why fight aphids all season with outworn nicotine, pyrethrum, piperonyl butoxide—or any other NON-RESIDUAL that has to HIT them and hence rarely gets really rid of aphids? To acquaint you faster with the new, easy, effective way to control these insects for longer periods, Fred Wiesenhutter and the Widow Farmer will give a bottle of this interesting new chemical free to each family that presents this ad at the Park Nursery, 3842 E. 10th St., L. E. Office expires 6 p.m., Friday, May 12. Many of our readers drove clear to Compton to see this chemical demonstrated recently. Some had come all the way from Seal Beach, Huntington Beach, Rolling Hills, South Gate, Huntington Park, L. A., and even Whittier.

Free 17-minute lecture Sunday, May 7, 3 p.m., by Cornell and Stanford University Research Fellowship winner, H. B. Criswell, who will show you graphically how to have a spiderless, web-free garage for a year, how to seal your clothes closets for a year, how to destroy an entire ant colony, prevent termites, eliminate sand and lawn fleas, mites, etc.; how to effectively control aphids with two or three sprays a season; how to rid your soil of wireworms, sowbugs, grubs, etc.

Official scientific publication of the A.A. (Ants, Aphids, and Beetles, Entomologists).

Paul Scarlet
In a riot of bloom. 5-gal. can. Reg. \$3.50 value. **\$2.49**
SUNDAY ONLY

Zinnias, Giant Ruffled Petunias, Marigolds, Phlox, Snaps, etc. Doz. 19¢

African Violets
In Bloom **79¢**
Giant Double Ruffled Petunias. Each **24¢**

Jenkins NURSERY
3539 CHERRY AVE. PHONE 2-4718
NORTH LONG BEACH
OPEN SUNDAYS

FUCHSIA-LA NURSERY

Long Beach's Largest and Most Complete Nursery
3569 ATLANTIC PHONE 4-3221

FRUITING MULBERRY
Four years old and loaded with fruit each **\$2.49**

SPRAY GUN and DUSTER
You need both for fighting pests and mildew on roses. Both for **58¢**

Best OAK LEAF MOLD
Bag **98¢**

YAM PLANTS
Doz. **20¢**
\$8.50 per 1000

"A gift to a friend who finds gardening a joy. A gallon of Liqueux fertilizer is something he would enjoy!"

10 INFORMATIVE SALESMEN TO HELP YOU. DON'T HESITATE TO ASK QUESTIONS.

FLOWERS
for Mother's Day giving
A GIFT THAT LIVES

ROSES
1 gal. **69¢**
5 gal. **1.25-2.50** each

Pyracantha Graberi 5 gal. **\$2.50** each

— Other Gifts for Her —

MARINE BOWLS — DISH GARDENS AND TERRACIUMS

ALICE'S NURSERY
16021 S. PIONEER BLVD.
South of Excelsior High—Norwalk
PHONE TORREY 5-2382

IDEAL MOTHER'S DAY GIFT!
PATENTED ROSES FROM **1.95**
5-GAL. CANS—IN BLOOM—2-YEAR OLD NO. 1 STOCK—1950 SELECTIONS INCLUDED

LARGE SELECTION OF FUCHSIAS 2" POT. EACH **25¢**
5 for \$1.00
GALLON CANS 59¢

JUMBO PANSIES Not Overgrown...flat **\$1.48**

HIBISCUS **59¢ up**

ROSES BUSHES gal. can. each **69¢**
CLIMBERS **75¢**

PYRACANTHA Red berries **69¢**

HYDRANGEA Red, pink, white. 1-gal. can. **49¢**

BOUGAINVILLEA Barbara Karst, San Diego Red. 1-gal. cans **98¢**

Kitano's ATLANTIC NURSERY
Just North of Olive
NEWARK 5-1590
15801 S. ATLANTIC, COMPTON

Weed-free! BANDINI STEER MANURE

The perfect mulch for lawns and gardens! Gathered from paved, feeding pens used to fatten beef cattle... cured for months to assure even decomposition. Ask for Bandini Steer Manure by name.

FEED GRO-RITE PLANT FOOD!
All-purpose Gro-Rite gets faster results because it contains chemical nitrogen... Longer lasting results because it contains organic nitrogen.

AT YOUR DEALER

Potted pelargoniums may be used both indoors and outdoors. Fertilize sparingly for best results.

Meet the Mallows



—Photos by Gladys Dieing.

The hibiscus likes light, rich soil, plenty of water and good drainage. A single type flower is shown here.

By Karen Smith

MALLOW is a term not too significant to the average home gardener, but mention hibiscus and the attention value is magnified immediately. This lovely plant with its showy double and single flowers is a mallow, a native of China. Hibiscus, protected from frost, will provide beauty the year around. A good situation for it to grow is under a wide roof overhang where it still will receive plenty of sunshine. Hibiscus grows as a hedge, as a background, as a specimen plant, in portable tubs or in tree form. Inland, hibiscus requires more water and spray-

Place stakes directly back of the center of the plants where they scarcely show, and tie erectly with raffia. Do not draw too tightly. Plants should be erect but not constricted. Raffia is suggested, for it is flat and does not cut into tender

stems. Also it is strong. Cloth strips or light bands of leather may be used, however. Plant stakes may rot off in wet ground. Before using, soak the butt ends for an hour in a (Continued on Page 9.)

Garden Showmanship

By Eleanor Avery Price

IF YOU cannot tolerate a mediocre garden, you can become adept at exhibiting plants, garden accessories, and necessities to advantage.

Right at the start, buy only good varieties of plants from reputable dealers. Bell-ringer plants take no more space and care than inferior. Then give these plants the best growing conditions you can.

Some tall, tender plants are easily toppled over by weather conditions or by their own weight. These should be staked artfully, keeping stakes inconspicuous. Choose stakes tall enough to serve adequately throughout their season. They should be strong enough to take the weight of the plants without yielding and without straining away from a given line.

GARDEN TIPS for the week. From here on out make sure that your lawn mower cuts to a height of at least one and one-half inches. Mowing the grass very short will impair the health of the individual plants, cause them to suffer in warm weather, increase the rate of evaporation from the surface and open the road for weed growth.

If you have any bare spots in your lawn, better reseed them at once. It is very difficult to get a good stand of grass when the weather turns hot. Keep the surface constantly damp until the grass plants are thoroughly established.

In picking blooms for indoor decoration cut the flowers during the early morning hours.

Tips on Gardening

MUMS Large pompon, large commercial, large spider, in plant bands. **2 for 9¢**

POT-O-BRAC Adjustable metal wall, bracket flower pot holder. **9¢**

Philodendrons Regular **25¢** each. Special **9¢**

ROSES In bloom, popular varieties. 5-gallon, **\$1.45**. One gal. **69¢**

Camellias AS LOW AS **49¢**

ALFSON'S NURSERY
15029 Atlantic (1 Block North of Olive), Compton
Phone: NEWARK 1-0324
Between Olive and Compton Blvds. Open Sundays.

GLADS Choice Varieties **26 for 1.00**

PELARGONIUMS 35¢ or 3 for \$1.00

ROSE BUSHES 75¢ or 4 for \$2.75
One Gallon Cans

BEDDING PLANTS **25¢** doz.
Asters, Zinnias, Marigolds, Snaps, Larkspur, Phlox, Cosmos, Painted Daisies, single and double ruffled Petunias.

IVY GERANIUM Cutting Grown **35¢** doz.
Per Flat, \$2.75

VICTORY PYRACANTHA Gal. Size **75¢**

CLIMBING ROSES 5 Gal. Blooming **\$2.75**
8 to 10-ft. Runners

FUCHSIAS 4-inch pots, each **35¢**
Over 100 Varieties

Park Nursery
3842 E. 10th
FREE DELIVERY • OPEN SUNDAYS

ROSE SALE
The Largest Assortment of BUSH, CLIMBER, TREE ROSES in This Area

BUSH ROSES **69¢**
IN 1-GAL. CAN. OVER 60 CHOICE VARIETIES

SPECIAL!

FORTY-NINER In 5-Gal. Can. **1.15**

PEACE In 5-Gal. Can. **1.15**

Charlotte Armstrong 5-Gal. Can. **1.50**

HEART'S DESIRE In 1-Gal. Can. **98¢**

CLIMBING ROSES

TEXAS CENTENNIAL 5-Gal., ea. **2.25**

HIGH NOON In 1-Gal. **1.75**

NIGHT In 5-Gal. Can. **1.75**

TREE ROSES All No. 1 Grade **2.75 to 3.75**

PYRACANTHA GRABER **75¢**

BRUNFELSIA (Yesterday, Today and Tomorrow) **75¢**

GARDENIA (Mystery) **75¢**

YELLOW CALLA In Bud. 1-Gal. **69¢**

FUCHSIA 1-Gal. Can. **59¢**

Flowerdale NURSERY
6755 ATLANTIC BOULEVARD LONG BEACH
Press-Telegram Southland Magazine

DICHONDRA FEEDING

By J. J. Littlefield

Three types of plant foods were applied to a dichondra lawn and accurate data were kept for each fertilized area.

One of the plant foods greened the dichondra within five days, while Red Star GRO-MASTER, Southern's complete plant food, greened its allotted area within seven days. It was 14 days before the third plant food—supposedly the "wonder lawn fertilizer" of the time—showed any noticeable change.

By that time, the dichondra in the first area had already faded. Then, results of RED STAR GRO-MASTER and the third plant food were carefully observed until the end of the test period.

RESULT—Red Star GRO-MASTER kept the dichondra lawn green seven days longer!

Feed your dichondra lawn once every two to three months throughout the summer. Periodic feedings discourage fungus attacks. Apply GRO-MASTER when dichondra leaves are dry then water it well.

FREE... Address a post card to Dept. L, Red Star Fertilizers, Downey, Calif., for 7-day Red Star **POCKET GARDEN GUIDE**, the complete reference book for the home gardener... or ask your local garden dealer.

Midweek Gardener with Gordon Baker Lloyd Wednesdays 11:30-12:00 P.M. KFI-TV

Red Star PLANT FOODS

NEAREST GARDEN DEALERS

SNAILS ARE BREEDING NOW!

Time to rid your garden with **BUG-GETA Pellets**



Beats old-style meal!

These highly-compressed pellets are cleaner and handier to use. Also, BUG-GETA PELLETS go about 4 times farther than old-style meal! A pound of meal baits about 300 sq. ft.—while BUG-GETA PELLETS bait about 1,200 sq. ft. per pound. That's economy!



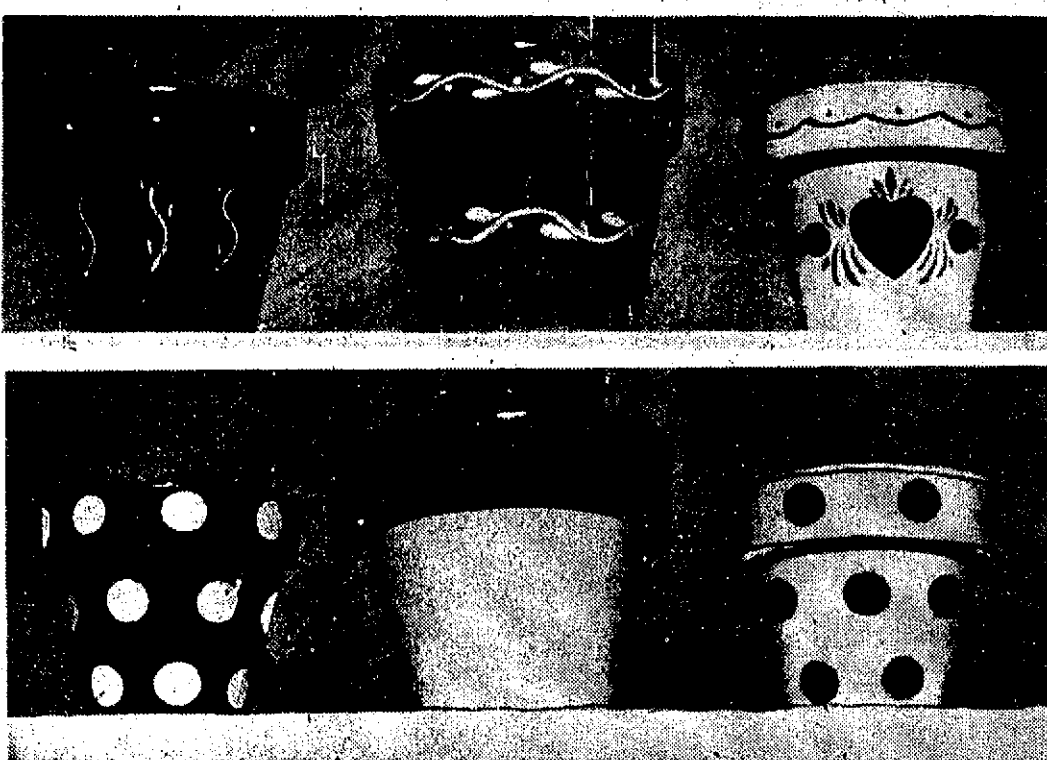
CALIFORNIA SPRAY-CHEMICAL CORP.
Richmond and Whittier, California
Portland, Oregon

Zinnia TIME!

Now's the time to plant this popular Aggeler & Musser collection of five, named-varieties, giant-sized zinnias. Huge, colorful blooms measuring over 5 inches across can be grown easily with these **DOUBLE-TREATED** seeds. From Aggeler & Musser's finest stocks, these are a regular 75c value, now only 50c for the complete collection! Ask for them now at your dealer.

Plant AGGELER & MUSSER Packet Seeds!

Distributed and Blended by **AGGELER & MUSSER SEED CO.** LOS ANGELES, CALIF.



Contrasting colors make attractive flower pots. When selecting color and design, remember purpose of the pot. Otherwise, pot may steal glory from plant.

Flower Pot Magic

By Bertha Blanchard

OLD FLOWER pots can be magically transformed, with paint and a little imagination, into objects of beauty that can be placed anywhere in the house, patio, or garden.

It is difficult to find inexpensive containers in the shops that will make your plants look their best. If you paint your own flower pots, you can choose colors that will either harmonize with your potted plants or, by striking contrast, glamorize them. Decorating flower pots is a useful creative hobby. Besides, the pots make excellent gifts.

You don't need to be an artist to paint and decorate flower pots. You will, no doubt, be amazed when you discover how easily you can do them! It's fun, too, creating beauty out of ordinary things, to be used and enjoyed in the home.

It costs little or nothing to paint flower pots. Dabs of paint, left from former paint jobs, and an old brush, is all you need. Or you can buy enamel paint, in the smallest-size can; a cheap brush, one and one-half inches wide for painting the pot, and a small oil or water color brush for the design; also paint-thinner or turpentine to clean brushes.

Floor enamel, that is for cement, can be used. This will seep into the pores of the pot. You can use an enamel undercoat as a base for the enamel, although, two or three coats of enamel make a good covering. Before opening the can of enamel, shake well to mix paint. Use a small clean stick to stir it afterwards.

When selecting the color and design, remember the purpose of the flower pot. Otherwise, you may be tempted to paint the pots so gay that they steal the glory from the flowers. A common rose-pink geranium placed in a white pot, trimmed in rose-pink, is so lovely that you wonder why you didn't think of that one before.

If you don't want to harmonize your pots and plants, dramatize them. A cerise cyclamen in a black pot with a dash of cerise, or a bright yellow flowering plant in a black pot is dramatic and modern.

DESIGNS for flower pots are everywhere. A motif from a child's dress, a china plate, or a carpet makes a pleasing pattern. The yard goods section of any store will yield many color combination ideas.

The flower pot is painted first, then comes the design. Be sure to let the paint dry thoroughly after each coat. For the design, lightly trace pencil guide lines on the painted pot. These can be erased later, if not covered with paint. Much of the design can be put on free hand. This is not difficult. Mistakes can be wiped out with a clean cloth while the paint is wet. To make flowers and polka dots uniform in size, cut a paper pattern and trace outline on the pot before painting. This gives a neat professional appearance to the finished design.

Experiment with color combinations and unusual designs. As a result, drab flower pots will become interesting and gay, as if by magic.

Garden Showmanship

(Continued From Page 8.)

solution of copper naphthenate. Be sure the ends are dry first so they will soak up the chemical. If you prefer, you may paint the ends with creosote. Both suggestions should keep stakes from rotting in one season.

EMPTY plant flats, cold frames, fence posts, wooden garden furniture, etc., can be treated with copper naphthenate, for it is harmless to plant life. Paint thoroughly twice at 15-minute intervals, being certain all joints are well flooded. Of course the wood must be dry before painting.

This copper naphthenate, incidentally, makes exhibition display of rustic woods, for it gives it such a good green color.

No garden reveals showmanship when fences sag or sway and gates do not stay closed. If the wood posts have not rotted, usually, a few new hinges, metal frames, latches, a fresh coat of paint, or whatever, will perk up the gate.

Soil around gates or posts must be solid. Fill up any holes and tamp firmly, using water if necessary, although the less water used around wood the better.

Rotted posts should be removed or cut off at ground level. New posts can sometimes be bolted to the old stub. If any good remains in the old posts that you have cut off, split them and demote the pieces to the position of plant stakes.

IF ANY of your trees have become leaners during the winter rains, cut around them on as large a diameter as possible so that they rock, and pull erect with block and tackle. Do not leave any air pockets around disturbed roots. Hold tree in place with rope or wire run through a piece of hose where it comes in contact with the tree. Use a high post outside drip line rather than a low stake to hold other end of rope. This helps prevent anyone stumbling over the brace.

There is scarcely anything that excels a bright green lawn for showmanship, so give yours top billing in your time. Keep flowers against the house and along the fence or drive so lawn may be quickly and easily mowed.

Camera ANGLE

By The Shutterbug

WITH THE Camera Clubs—Long Beach Camera Guild will hold its regular monochrome print competition, Wednesday, 8 p. m., at the Alamos Library Auditorium, 1936 E. Third St. C. H. Woodruff, past president of the L. B. Art Association and supervisor of secondary education in the Long Beach city schools, will serve as guest critic. Membership in the Guild is open and visitors are welcome. . . . Midway City C. C. also has a print competition scheduled for Wednesday, 8 p. m., at the Fellowship Hall, Community Church, Midway City. . . . Santa Ana C. C. will meet Thursday, 8 p. m., at the Community Center, 1104 W. Eighth St., in Santa Ana. . . . Compton C. C. meets Thursday, 8 p. m., at 1021 Compton Blvd., Compton. Any amateur photographer is invited.

DO YOU own a 2 1/2 x 3 1/4 Graflex or Graphic? Then by all means ask your photo dealer to show you the new Grafmatic film holder. No larger than a film pack adapter this six-shot cut film magazine provides a more convenient means of handling cut film than has heretofore been possible. Six pictures may be

made in rapid succession or it may be removed from the camera between shots. An automatic counter indicates the

number of exposures that have been made, while a "free-wheeling" device permits double exposures when desired. The holder may be loaded with several different types of film, including an intermixture of color and black and white, thus providing all the versatility of cut film holders in a most compact and speedy manner.



The new Grafmatic film holder is an attractive photo accessory for owners of Graflex or Graphic cameras.

It's an Antique

Bonn Porcelain



Bonn porcelain plates were made at a plant in Germany in the 1700's. This one is colored in yellow and orange.

By Mary Lou Zehms

THE CHIEF interest in the ceramics of Germany lies in the beautiful porcelain which was produced at the Royal factories, the handwork of potters who worked under distinguished patronage. The articles made at Meissen, Fürstberg, Höchst, Berlin, and Ludwigsburg are all still greatly in demand by collectors and lovers of the old and beautiful.

The hard paste porcelain of Germany is exemplified in the famous works on the Elbe about 14 miles from Dresden and more commonly known as "Dresden" china. Then there was the Cologne ware of the 17th and early 18th Centuries,

also those lovely wares decorated with white pipe-clay slip, followed by the more modern pieces.

There is little information concerning the manufactory at Bonn, Germany, although it is claimed that it was established by a potter named Clemens August from Frankfurt during the 1750's. In the accompanying illustration is a hand-painted plate made at the Bonn factory, decorated by the artist Franzant Mehlum. The mother and children decoration is in varying tones of yellow and orange, shading out to a dark border.

The plate is of hard paste porcelain and dates back to about 1775.

Some of the early wares.

made in great quantity in Germany and Flanders, were of gray stoneware, mostly coming under the denomination of "gres de Flandres." The ornament was chiefly Gothic, which followed the favorite style of that day. Other wares, made principally at Kreussen in Bavaria, of hard red clay, were finished to resemble enameled metal work. Many of these designs favored Augsburg or Briot styles. The wares were brightly colored in enamels of red, green and yellow.

Not too much interest has been shown in these wares, with the exception of Meissen. And only then in the very early Meissen porcelain when the style in decoration was typically Oriental.

This 2-man crew will positively

END KITCHEN DRUDGERY!

and at a price so low it's almost too good to be true!



New MANVILLE DISHMASTER

The all new modern kitchen sink fixture that washes each dish with fresh, clean suds—scraps them, scrubs them, rubs them—then rinses each dish in a bubbling, splashless shower of clear, hot aerated water—all by instant fingertip control! ALL THE WORK in one quick, easy operation. No dishcloths, scouring pads or towels, because Dishmaster does the work. Just "rack" your dishes and watch them dry sparkling, spotlessly clean without wiping.

SAVE YOUR HANDS!
SAVE YOUR ENERGY!
SAVE YOUR TIME!

Garbage problems ended! Dishwashing problems ended! See these remarkable, inexpensive new appliances now! They're quickly, easily installed in any home, and the terms are outstandingly low!

NOTHING DOWN!

\$6 PER MONTH BRINGS YOU BOTH!

Rinse Away GARBAGE DISPOSER

The new silent disposer that instantly grinds and flushes away all food wastes—even bones, pits and corn cobs! Trouble-free—self-lubricating and only one moving part. Odorless and completely automatic. There's no finer disposer at any price! Full year guarantee.



Rinse Away

PHONE 40-3985

SALES OF LONG BEACH

2485 PACIFIC AVENUE

Your home deserves the BEST

- Ponderosa Pine
- Sugar Pine
- Redwood
- Shingles—Lath
- Plywood
- Sash and Doors
- Quality Paints



E. K. WOOD LUMBER COMPANY

3750 E. ANAHEIM • PHONE 8-1169

AT LAST!

"I've found a lumber co., George T. Wiley Lumber Co., where I can buy all my building needs and save money and time."



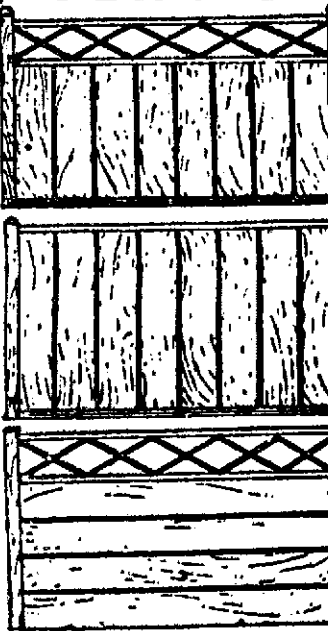
Sash - Doors Frames

3.0x4.2 window	\$3.30
3.0x4.2 window frame	\$3.30
3.0x4.0 window	\$4.65
3.0x4.0 window frame	\$4.95
2.0x3.0 window	\$2.85
2.0x3.0 window frame	\$4.00
1.6x2.0 window	\$2.40
1.6x2.0 window frame	\$3.10
4.0x4.0 window	\$6.30
4.0x4.0 window frame	\$5.85
5.0x6.0 sash	\$16.50
5.0x7.0 sash	\$17.80

We specialize and build our own window frames as low as \$1 each. Ironing board with metal swivel and built-in sleeve board. Regular \$10.95; our price, \$7.95 each.

Built-in mail box, brass, each	\$3.22
Kv brass entry lock, each	\$3.56
Kwikset passage locks, each	\$1.31
Aeme sash balance, any size	74c
6-panel 1 1/2" door, AA	\$14.97
Door butts, 3 1/2"x3 1/2", pair	39c

FENCES



We Pre-cut any style fence you desire. Check our Low, Low prices. NO DOWN PAYMENT. SMALL MONTHLY PAYMENTS.

1x8 DOUGLAS FIR, No. 2 Reg. \$98.00. Our Priceper M \$85.00

1x12 REDWOOD CHANNEL SIDING, Reg. \$175. Our Priceper M \$130.00

STUDS! STUDS! STUDS! as low as \$70 per M

SHELVING & CABINET LUMBER 1x12 WP S4S. Reg. 12c. Our Priceft. 9c

MEDICINE CABINET, Reg. 5.95. Our Price4.50

COMBED FLYWOOD, 4x8, Onlyft. 22 1/2c

1 IN. R. W. and R. L. D. Select W. P. Kiln dry. \$120.00 Reg. \$165.00. On sale

ADDING A ROOM? SEE US!



We've been supplying lumber, other building materials, and ideas for years. Come in and let us show you how to get the extra room you need.

Example: If Total Cost is \$400 You Pay \$1278 Only

NOTHING DOWN, FIRST PAYMENT IN JULY

GEORGE T. WILEY

LUMBER COMPANY
6925 Atlantic Ave.
PHONE
Long Beach 2-6448
COMPTON MECHAN 3-1414

Little Red Cottage

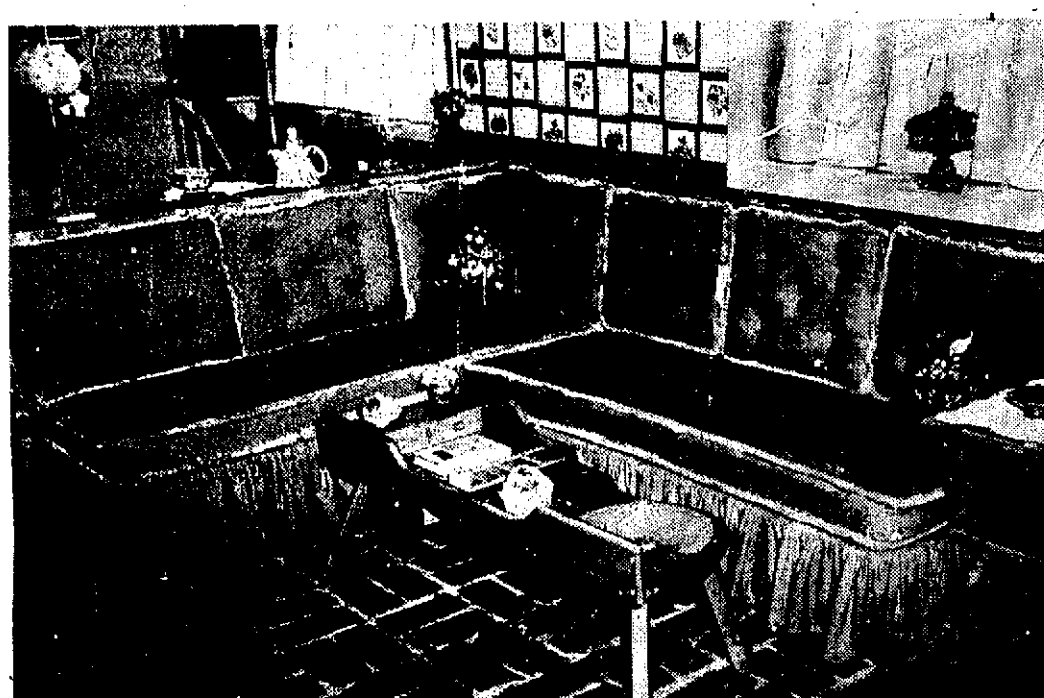


By
Dorothy
Killam

WITH A wishing well, a split-rail fence and a grape arbor adding to its quaint atmosphere, the little red cottage at 4880 Virginia Ave. is a home that the owners, Elizabeth and Samuel Wineman, truly enjoyed building and decorating. A tall lamp post in front of the house bears an ornate sign—a woman spinning and a tabby cat above a board bearing the words, "Little Red Cottage." The street number is given on the post below the sign.

A picturesque garden gives an intriguing introduction to this house which Wineman built, excepting for the wiring and the plumbing. Citrus trees are planted on one side of the

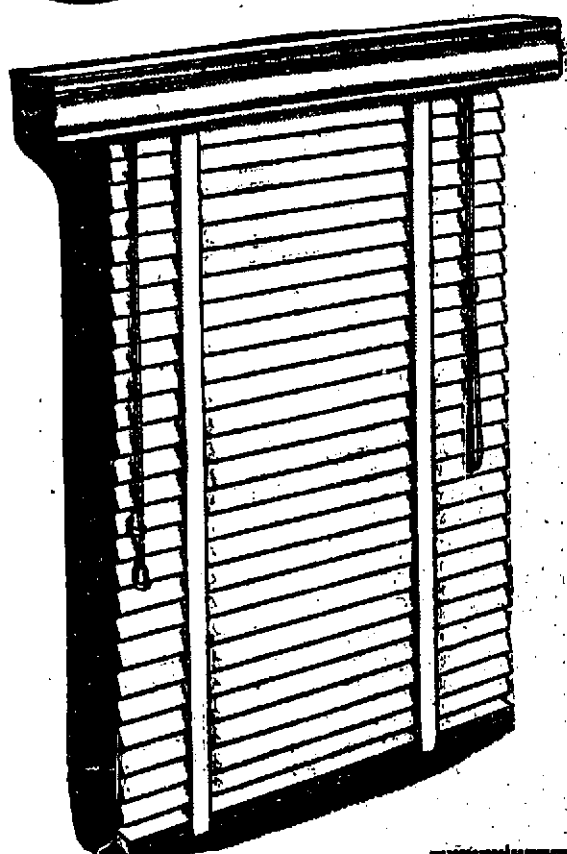
Brick has been used in flooring the Wineman home. The novel fireplace is fitted with gas-sand-ember set-up.



One of the couches above backs up against a low brick partition separating the living room and kitchen. Coral wallpaper color is matched in slip covers.

SEARS
Long Beach

modern window beauty
at Sears usual savings!
venetian blinds



• more light
You no longer use half the window ... get full length value of light!

• more air
You can open windows wide ... get keep the sun out, if desired

• more privacy
Blinds are easily adjusted to keep your privacy complete

Enjoy the many advantages and the smart, modern beauty of venetian blinds at Sears money-saving prices. Our superior blinds will be made to fit the exact measurements of your windows. You may have them with steel, aluminum or wood slats. All are beautifully finished with smooth, high quality enamel in a wide choice of colors. Come in and see them soon or fill out the coupon and an expert will call at your home.

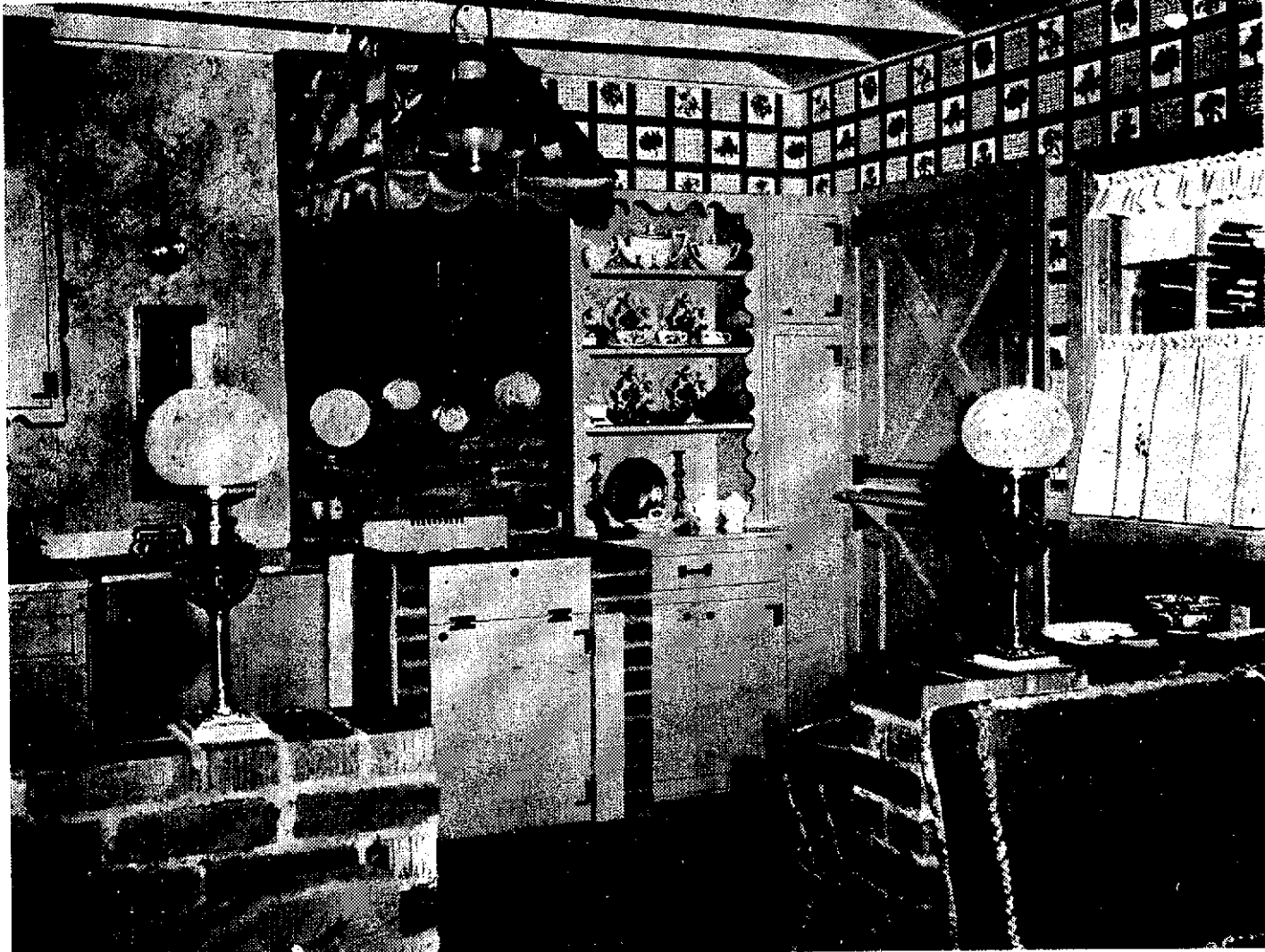
priced as low as
4:50
per blind
Plastic type at small additional charge.

Sears, Roebuck and Company
480 American Avenue, Long Beach, California

At no obligation on my part, have your Venetian blind expert call at my home and quote a Sears price for Venetian Blinds.

Name _____
Address _____
Phone _____

Sears new DECORATOR SERVICE will help you re-decorate your home! Just call 6-9721 and our experienced interior decorators will visit you, with samples of our fine fabrics!



Many novel ideas lend a quaint atmosphere to the interesting cottage which Elizabeth and Samuel Wineman have built for themselves on Virginia Ave. The attractively-designed kitchen is seen above in a photograph taken from living room.

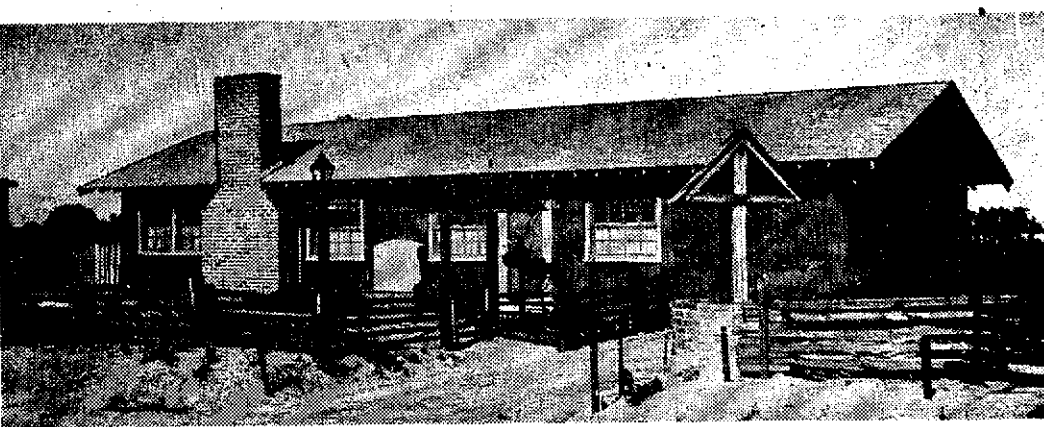
garage and a fruit orchard is located on the other side of the house. Dichondra is beginning to cover the entire yard.

Even though the visitor is prepared for an unusual interior, the provincial charm of this cottage is a surprise. Kitchen, dining room and living room are combined with only a low brick partition between the kitchen and living room. The kitchen, with pretty wallpaper, gay color scheme and attractive built-ins is clever and attractive as is the living room.

Wineman installed the brick floors, red board-and-batten walls and patio. The brick floor, laid in basket-weave pattern, is unusually comfortable because it is treated with insulating material. It is cool on hot days and warm on cold days. Mrs. Wineman is making braided rugs to be used in the living room.

THE WINEMANS' heating system is unusual. Fireplaces in both the living room and bedroom use the same chimney. A gas unit is built inside the raised hearths which extend into both rooms. This gas unit burns in a mixture of sand on the hearth to give the effect of coal embers and provide the right amount of warmth for the house. Copper hoods protect the wall and add to the decor.

Wallpaper in the kitchen and



A split rail fence, a wishing well, grape arbor, red board-and-batten exterior and an attractive lamp-sign post mark approach to the Wineman residence.

living room is a pattern copied from Dutch tile done in lovely clear colors. The blue gray background color of this paper is repeated in the paint used on cabinets. The refrigerator door has been painted with automobile paint to match. Hinged doors of wood which fold over the oven are painted to match the cabinets and leave only the burners visible.

This story-book kitchen is practical despite its old-fashioned look. The sink counter is covered with gay yellow linoleum. The wall behind the stove is brick on which copper pans hang. Over the stove is a copper hood. Above the refrigerator the wall is decorated by an antique spice cabinet.

inet. The beamed ceiling is painted yellow to match the sink counter.

NEXT to the stove is a dish cabinet above drawers and cupboards. The round dining table with its lazy Susan top and captain's chairs is pushed up against the brick partition. In both the kitchen and living room a chair rail is of knotty pine.

Windows are hung with muslin curtains shirred across the bottom half of the window—the top half is trimmed with a valance. Furniture includes a pair of couches set at right angles to one another in the corner formed by the brick partition. The slip covers on these couches match the coral in the wallpaper as does the gray brush fringe, which trims it. The table which services the couch is a copy of a dough trough. Mrs. Wineman stores her rug making materials here.

One wall of the living room area is devoted to bookcases and cabinets built around a desk. Hurricane lamps are fixed to the top of the brick partition between kitchen and living room. Wineman lightly cemented these colorful glass lamps to the brick to eliminate danger of them being knocked

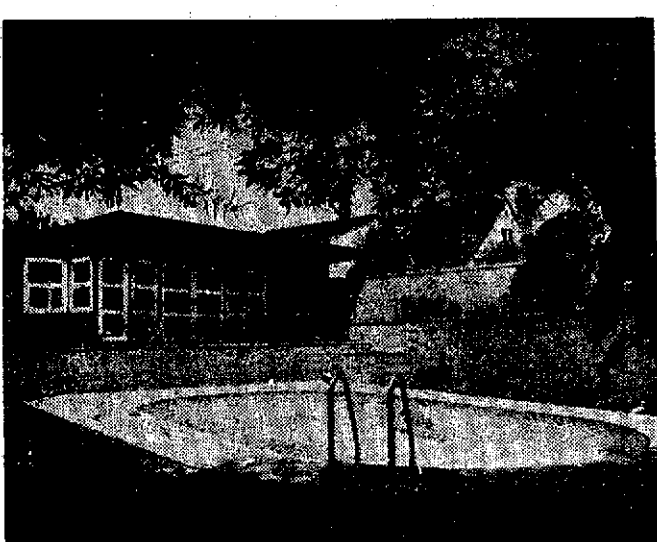
off accidentally but they can be detached when necessary.

A patio just outside the living room and kitchen door is a pleasant place for meals or chatting. The redwood stake fence which surrounds three sides of the property insures privacy and shields the patio from unwelcome winds.

IN THE bedroom the living room fireplace is duplicated. Its natural brick color adds to the quaint atmosphere. The George Washington spread on the maple four-poster bed has been dyed gray to blend with the provincial design in the wallpaper. Curtains are the same style as those in the living room but have been dyed yellow. The beamed ceiling is painted to match.

A nook opposite the bed is devoted to wardrobes and cabinets. One sliding door of the wardrobe is mirrored. The hallway leading to the bedroom is papered to match that in the bedroom with the result that it makes a lovely scene from the living room doorway.

A telephone shelf in the hall has a special slot beneath it for the phone book. A captain's chair which services the telephone can also be used in the other room for dining.



POOLS PATIOS

ASK ABOUT THE TONY PLAN

The TONY PLAN for Outdoor Living is the plan that thousands of small, medium—and yes, even large estate & home owners have been looking for. WE WILL HELP you develop your ideas for an outdoor living area without charge. The TONY PLAN for you may be carried out one unit at a time, over several years; or completed at once. Or, more difficult parts may be installed and the rest of the materials delivered to you for your fun and exercise in laying flagstone and building walls. Monthly payment plan for home improvements is available. We will arrange all details and work out a flexible TONY PLAN to meet your requirements. CALL TODAY!

Anthony Bros.
Established 1937

LONG BEACH 4-5932
PASADENA 5Y-66063
SOUTH GATE JC-4188

ONLY 3 MORE DAYS TO SEE

The Famous **St. Charles** BLUE KITCHEN .. Custom built of steel.

The Special Long Beach showing of this beautiful traveling display draws to a successful closing Wednesday. If you plan to build or remodel and haven't yet seen this exhibit, The Jensen Company of Los Angeles, who are conducting this special showing invite your inspection. You'll be enthralled with its many accessories and convenient units, its finish in soft Morning Blue—one of the 10 exciting cabinet colors available in St. Charles.

SEE IT AT:
SEARS BROS. 3677 Atlantic Avenue, Long Beach
Open Monday Evening Till 10 P.M.

ARE YOU SICK?

If you are suffering—ill—discouraged—even diagnosed incurable—don't give up—Phone 6-4455 now for an appointment.

Dr. Wenger is confident of helping you ... We will find the cause of your trouble.

FOR ONE MORE WEEK ONLY—IF YOU PHONE NOW FOR AN APPOINTMENT: A thorough and thorough examination to locate your trouble. A large X-ray film (14"x17") for you to take home. A heartometer graph of your heart. A physical and laboratory analysis.

ALL THIS FOR ONLY \$5.00
BUT YOU MUST PHONE 6-4455 NOW. FOR AN APPOINTMENT BEFORE OFFER EXPIRES

DR. WENGER'S D. C. HEALTH OFFICE
457 W. Broadway (at Magnolia) Phone 6-4455

AMERICAN at FIFTH

BAK. BROS

PHONE 6-9721

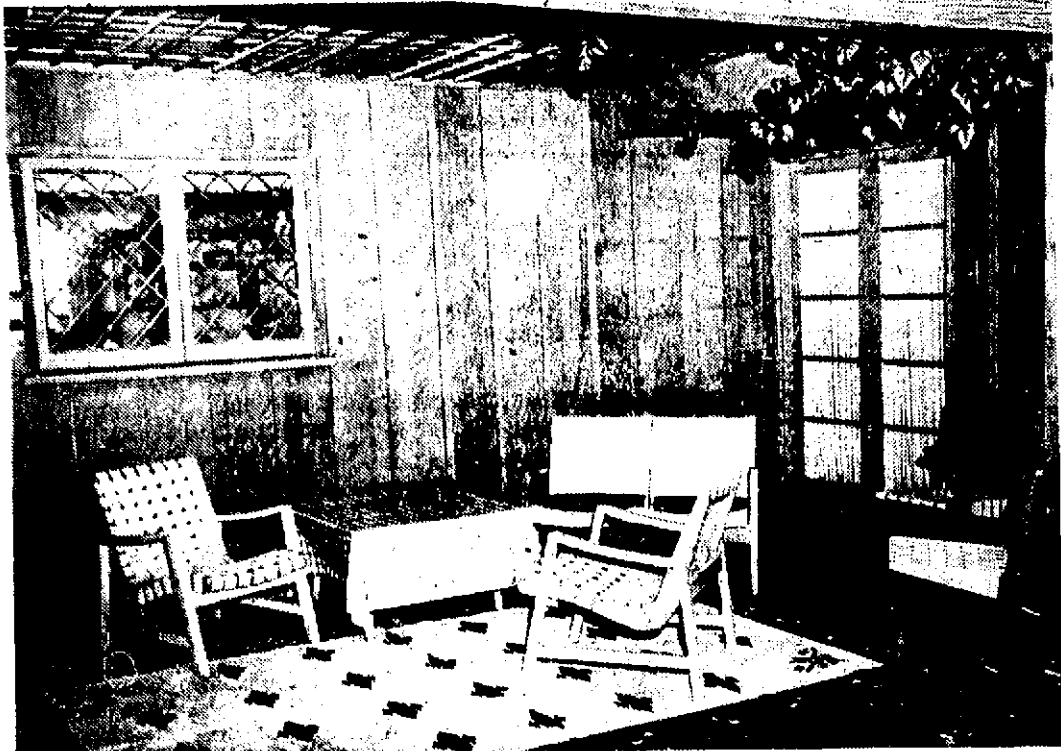
Press-Telegram Southland Magazine

Picturesque as a Windmill



The kitchen is popular in Gilbert J. Brown home and here are three reasons why: Left, corner with a round table and radio and phone; center, dish cabinet near sink and table; right, reclaimed brick fireplace that invites tarrying.

—Photos by Jasper Nutter.



The Gilbert Browns enjoy this terrace which may be reached from either the living room or the kitchen. House and fence close in the adjoining patio.

By Althea Flint

AS PICTURESQUE as a windmill, the house at 44 63th Pl. is not only unique but easy to live in. Its owners, Mr. and Mrs. Gilbert J. Brown and their daughter, Sally, built it to suit their relaxed way of life. Since they love to sail, swim and lie on a sandy beach, location of the house on the peninsula, a half block from the ocean and from Alamitos Bay, is ideal.

The exceptional charm of its exterior is enhanced by leaded windows, steep shake roof, shake and board-and-batten walls and brick trim. Since the house is built nearly up to the sidewalk to allow room for a private patio and garden in the rear, brick planting boxes take the place of a conventional front lawn. Daffodils and pansies planted in the boxes do better than they would in the original sandy soil.

The kitchen is the heart of this house, whether the family is enjoying morning breakfast or whether guests are being entertained during an evening—the kitchen is where people want to gather. And it is no wonder, the quaint charm and relaxed atmosphere of the kitchen make anyone feel comfortable. Kitchen and patio are directly connected.

BUILT in one corner of the kitchen is a brick fireplace. Its raised hearth and generous mantel, all of used brick. Here is a corner where friends want to gather and chat. The sink and dishwasher are arranged between the dining table and dish cabinet for step-saving convenience. Mrs. Brown can stack her dirty dishes out of sight in the automatic dishwasher and wait

until it is convenient to wash them.

Although the kitchen is large and spread out it is well grouped to eliminate unnecessary steps. Dish cabinet and sink; oven, stove and pan cupboard; refrigerator and dining table—all of these groupings are planned for utmost efficiency. The kitchen cabinets of knotty pine are stained a light natural finish. Behind the dish cabinet the wall is papered with a small pattern of red and green flowers on a white background. The same pattern is used between beams on the

ceiling. The paper is of a type which can be washed without damage. A wooden hood over the stove is cut to match the scalloped design of the cabinet and stained to resemble copper.

In the living room a handsome fireplace uses the same chimney as the one in the kitchen. Its tile trim was especially designed to blend with the decor of the room. The fireplace wall is paneled and has been painted the same gray-green color as the other walls and the ceiling. Panels above the Georgian mantel are decorated with candle sconces in ornate gilt.

The staircase at one end of the room is also paneled and painted to match the rest of the room. The wall behind this stair is papered in a delightful pattern of yellow and white blooms. A spinet stands against the staircase. Grouped before the fireplace are a pair of comfortable chairs and opposite are grouped side tables, a couch and a coffee table.

Glass doors lead to the patio which is planted with lawn and flowers which

grow in brick planting boxes. A terrace with cement floor is shielded by a wide roof overhang and three walls of the house. A grape-stake fence encloses the fourth side.

A flagpole extends above the patio and a collection of Navy flags hanging on a wall of the terrace can be run up for picturesque effect. Webbed chairs grouped on the terrace are of gay colors.

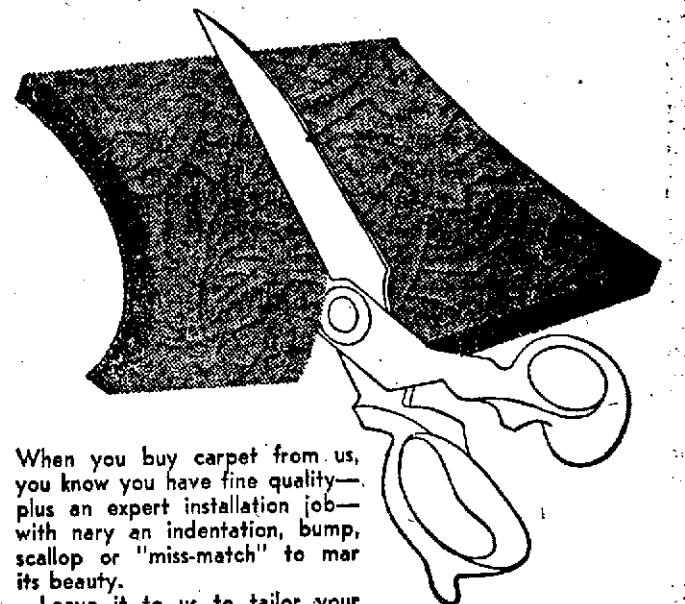
Sally's room is downstairs and also connected to the patio by a Dutch door. Its arrangement of twin beds which can be made up as couches during the day, is ideal for a teen-age girl. A slit of windows which extends the length of the wall near the ceiling admit light but insures privacy. The blue-dotted swiss used for the curtains is repeated in a ruffled lamp standing near a yellow chintz chair.



Leaded windows and shake exterior lend a picturesque air to the comfortable home of the Gilbert Browns.

Frank Bros.

TAILORS your carpet to fit your room!



When you buy carpet from us, you know you have fine quality—plus an expert installation job—with nary an indentation, bump, scallop or "miss-match" to mar its beauty.

Leave it to us to tailor your floor with finesse—so that it will always wear that look of perfection!

Frank Bros.

2400 AMERICAN AVE.

LAST 3 DAYS of Our LAMP SALE

VALUES UP TO \$30 \$6.95

LAND O' LAMPS

"Just a Shade Better"

213 E. Fourth Street

Phone 70-1075

Open Fridays 'Til 9:15 P. M.

Open Monday and Friday 'Til 9 P. M.

Structural Group

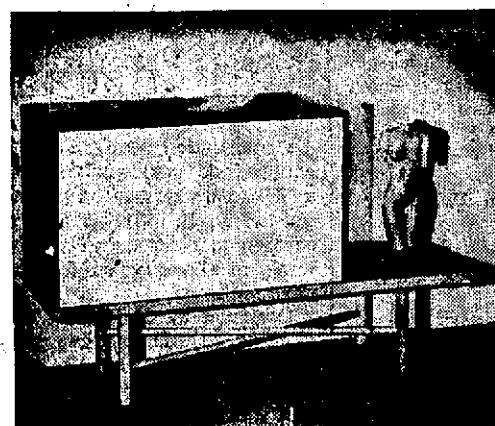
Genuine selected Philippine mahogany in blonde or walnut finish.

The most versatile furniture you have ever seen—and now priced lower than ever before! These handsome basic units combine to provide an endless variety of smart functional groups. You'll find all the custom designed storage space you could want too! In addition to storage units for living room, dining room and bedroom, the group includes sofas, shown in living room at right; cocktail tables which double as platforms shown in the smart arrangement below, chairs shown at upper right and bookcase head boards for the bedroom.

Sofa at right

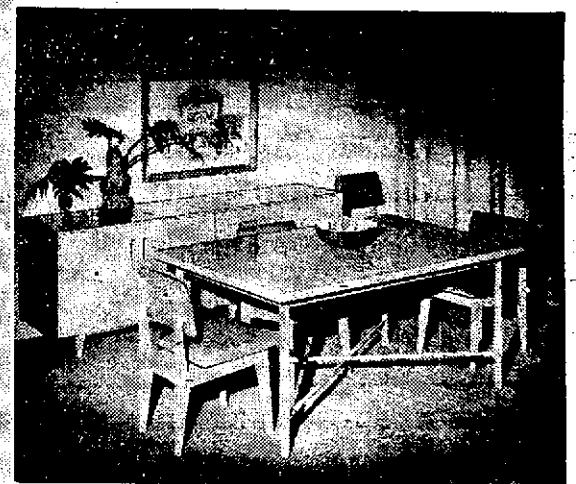
\$133 base

End Table \$49



Dark walnut cabinet with perforated masonite doors. Choice of color. Platform base. \$93 \$43

Dining table below \$99
Upholstered dining chairs, base price \$25



\$495 Style 50R In fine mahogany

You just can't choose a more worthwhile gift for children! A Winter Piano in your home brings many hours of fun and good cheer... every possibility for a valued musical education.

10% DOWN

...with 30 months on balance. Come in soon, see our fine selection of Winter Pianos. You'll appreciate their full, rich tone... their budget-pleasing price.

\$8 per month Rental

Up to six months rental applies in full towards the purchase price of your piano.

HUMPHREYS MUSIC COMPANY 130 PINE AVENUE



Sunday, May 7, 1950

Purchase on Approved Credit Terms

Frank Bros.

You are invited to come in and see the handsome room setting on display in our windows and display floor.

2400 AMERICAN AVE.



This home, artistically designed and containing numerous quality features, is typical of Bixby Crest, where a large group of six-year-old, redecorated dwellings is being offered for sale. Location is Orange Ave. and Carson St., 10 minutes from downtown Long Beach.

Crest Buyers Local

NINETY-FIVE PER CENT of all sales in Bixby Crest have been made to buyers working or residing in Long Beach, according to a report issued yesterday by Alliance Realty, Inc., sales agents.

Bixby Crest is a large community of three-bedroom homes situated at Orange Ave. and Carson St. in one of the most distinguished sections of Long Beach. It adjoins Bixby Knolls and Bixby Heights, estate sections whose homes range in value from \$15,000 to \$50,000.

In the opinion of Glenn Tolman, sales manager, the established character and close-in city location of Bixby Crest are factors responsible for a large part of the sales volume, which has been extremely heavy.

He pointed out that although visitors have come from many other cities and towns, those familiar with Long Beach have been the quickest to recognize the community advantages of Bixby Crest.

The six-year-old redecorated dwellings adjoin the uptown "Miracle Mile" shopping district, and are within 10 minutes of downtown Long Beach and the ocean. Near by are a public library, a medical center, good restaurants, fine shops, churches, schools of all grades and transportation. Long Beach City College is a mile distant.

The homes are priced from \$8150, and may be purchased

by veterans for nothing down except regular escrow and impound costs. Monthly payments are as low as \$51, including everything.

One of the dwellings has been furnished completely by the Aaron Schultz furniture organization of Long Beach, and is open for inspection daily and Sunday until 8 p. m. It is at 4324 Maury Ave., a block east of Orange Ave. and just north of Carson St.

Ridgewood Sales Big

LOT SALES in Ridgewood Heights now total approximately \$141,000. Jim Tolbert, sales manager for the subdivision at 1139 E. San Antonio Dr., reported.

In addition to the popularly priced homesites, Tolbert reported that a group of two bedroom and den, and three bedroom homes now are available in Ridgewood.

The homes, with approximately 1200 square feet of living space, are priced to \$18,000.

The planting of parkway trees in the Ridgewood Heights subdivision now is under way, Tolbert said in his sales report on this L. S. Whaley Co. development.

Rating the Kitchen

WITH a "score sheet" for kitchens devised at the University of Illinois you now can rate the kitchen in the house you have, are planning, or are thinking of buying. If the kitchen doesn't have a high score, you easily can figure out its short-comings and the way to correct them.

The score sheet and a discussion of what makes a good kitchen are presented in an eight-page circular, "Kitchen Planning Standards," prepared and issued by the Small Homes Council of the university.

Here are some of the suggestions:

1—Avoid an arrangement that makes the kitchen the main thoroughfare to the rest of the house; traffic should bypass the working area of the kitchen.

2—Locate kitchen-door openings so they do not interfere with arrangement of kitchen equipment; do not have too many doors—good house plans seldom require more than two in a kitchen.

3—Have as many windows as possible without reducing the required amount of wall cabinets. Windows above the range are not recommended for reasons of safety and ease in housekeeping.

4—Provide adequate space in front of cabinets and appliances for passageways and work area. The recommended distance between cabinets or appliances opposite each other is four feet. This is sufficient for two workers.

5—Install enough counter to fulfill both base cabinet storage requirements and working space requirements for food preparation and dishwashing.

\$2,323,950 Worth of Building

THE city building department issued 1332 building permits for a total of \$2,323,950 worth of work during April. It was disclosed last week by Edward M. O'Connor, superintendent.

Of this total \$1,248,050 was earmarked for residential construction. Authorizations were granted for 128 single-family homes, compared to 108 in March and 107 in April, 1949.

A sharp drop in two-family and multi-family permits was recorded last month from the same month a year ago. The difference was nearly sufficient to account for a decrease of \$876,495 in total permit valuations from April, 1949, to last month. A large duplex development was reflected in last year's figures.

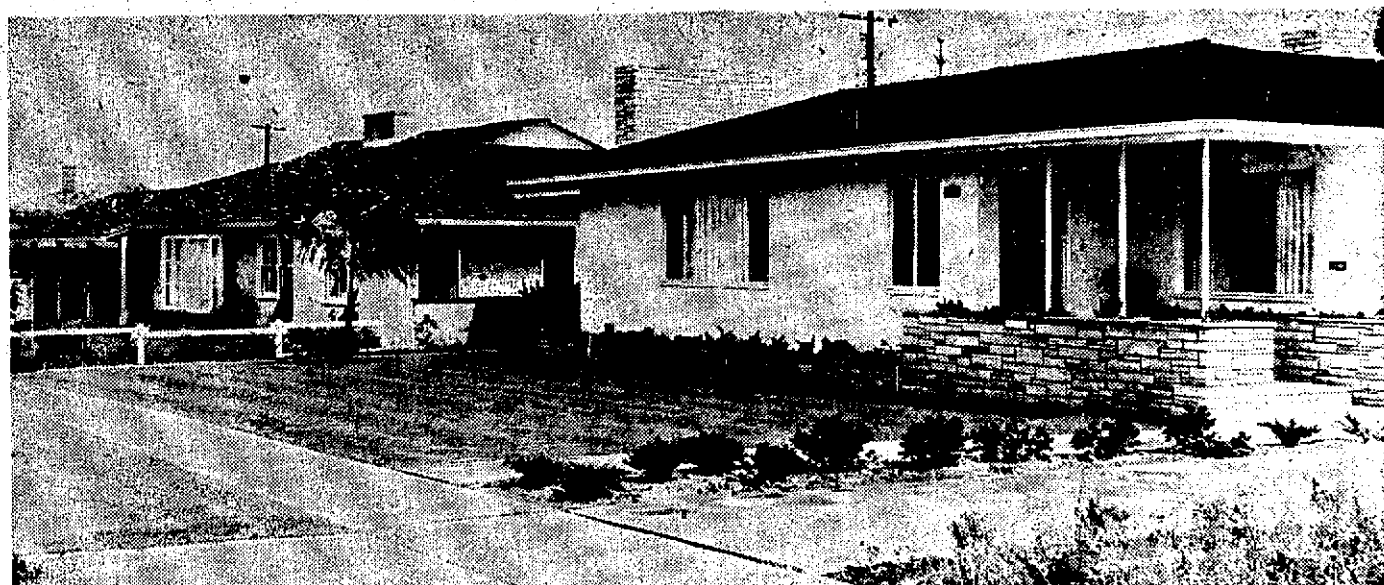
Private garages are still being constructed in large numbers, O'Connor reported. His office issued 121 permits, amounting to \$66,370, for this type of work last month. In April, 1949, 95 permits were issued.

Sheds and miscellaneous items numbered 65, compared to 83 last year, and were valued at \$11,960. Permits were approved for 951 repair and alteration jobs aggregating \$569,070. The category last year accounted for 1028 permits valued at \$599,250.

The department authorized 23 oil derricks, amounting to \$230,000 last month. Eight stores and offices added \$88,000 to the city total. A school project, valued at \$72,000, was authorized.

Other building permits issued were:

- 2 Amusement, recreation \$14,500
- 1 Public garage 6,400
- 1 Other commercial .. 5,000
- 3 Warehouses 10,700
- 1 Other industrial .. 1,900



Scores of fine residences of the quality shown are being designed by architects for early construction by homesite purchasers in Los Altos Park, the Lloyd S. Whaley subdivision where today the Estate Unit is placed on formal sale. Los Altos Park is on Pacific Coast Hwy. at Anaheim St.

Realty and Building

Everett Purcell, Editor

Estate Unit Open

Escrow Pitfalls

WALTER LUHRING, assistant vice president of the Union Bank & Trust Co., Los Angeles, will address the Long Beach Board of Realtors Tuesday morning at breakfast in the Wilton Hotel, according to Joseph F. Reed, program chairman.

"The Pitfalls of Escrow" will be Luhring's topic, Reed said. The banker has spoken before a number of Los Angeles County real estate boards on the subject and is a recognized authority on the subject, the chairman added.

A question-and-answer period will be set aside for discussion of problems encountered by Long Beach Realtors, Reed said.

Don Alderman will conduct the listing session. Presiding over the meeting will be Lewis K. Cox, board president.

New Home by Lawson

Plans for an eight-room residence at 1135 Amelia Dr. were submitted to the city building department last week by Howard B. Lawson, owner-builder. With an area of 2980 square feet, the home will have three bedrooms, living room, dining section, kitchen, nook, powder room and two and a half baths. The 506-square-foot garage adjoins the house.

The house is modernistic in design. Roof is asbestos with white rock. Walls are stucco, with wood and field stone features.

THE new Estate Unit of Los Altos Park, residential homesite subdivision at Pacific Coast Hwy. and Anaheim St., is being placed formally on the market today, according to Lloyd S. Whaley, subdivider and developer.

Including lots with frontages up to 130 feet and depths up to 170 feet, the new unit is designed to meet the city's need for larger-sized building plots, Whaley said. The average frontages will be about 80 feet to 85 feet. The lots are priced from \$3500 up, with the average under \$6000.

In conjunction with today's opening, three exhibit homes—the Lanai, the Santa Clara and the Beverly—will be kept open to visitors.

According to M. H. (Jim) Driggers, sales manager, the first unit of more than 200 lots is more than three-fourths sold. A dozen or more residences are under construction and a score more are on the drawing boards of architects, he added.

Landscaping and planting of the area, under the direction of Gladys Schell, is continuing apace with the development. Mrs. Schell is installing parkway plantings in harmony with original plantings on the ranch, it was announced.

Best in History

March, 1950, was the best homebuilding month in history, according to preliminary estimates of the U. S. Labor Department's Bureau of Labor Statistics. Builders started 110,000 new nonfarm dwelling units during the month, an increase of 30,000 (38 per cent) over February and 40,600 (59 per cent) over March, 1949.

For Small-fry

Family recreation rooms can be built at little cost in many rooms by using unused garage or basement space.



Reports of the Bureau of Labor Statistics show that the greatest wave of building by private home builders is under way. Highest monthly peak in history was hit during March, when builders started 110,000 new homes and apartments. The National Association of Home Builders reports most of them are priced for the average family. The huge volume, N. A. H. B. says, indicates more than a million homes will be built again this year.

Baking Firm Project Set Paint Needs Measured

The Barbara Ann Baking Co. has applied for building permits for a \$55,000 dock, storage garage and remodeling project at 1322 W. Seventh St.

Plans call for the 64-truck garage and the dock to be of gunite and wood, with composition roof. The garage will be 22 feet by 125 feet. The dock will be 82 feet by 125 feet.

Partitions for an office and for a wash rack will be installed in an existing structure.

Electrician Fund

NEW YORK, N. Y., electrical contractors have made \$850,000 available at no interest to an electrical workers union to be used for loans to buy homes.

Architects Association

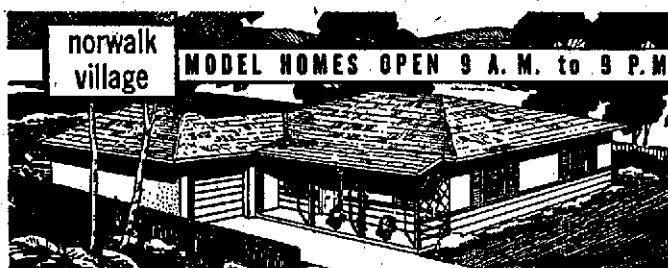
THE tilt-up method of erecting concrete walls was discussed by the Long Beach Architects' Association last week at its monthly dinner meeting in Brower's Restaurant.

Samuel Hobbs, representative of the Portland Cement Association, showed colored slides of various tilt-up jobs and described the system.

Tilt-up construction, which involves casting wall sections flat and then hoisting them into position, has been used for many years, but not until recently has it been adopted extensively, Hobbs said. Savings in forms and forming labor have been responsible for the growing popularity of the method.

Pre-casting of walls has been used in many buildings in this area. Some three-story structures have been constructed this way and the plan is under study for 10 to 12-story buildings in Los Angeles, it was revealed.

President Louis Shoall Miller was in charge of the meeting. Harvey Smith was program chairman.



Ready for Occupancy!

Buy today—move in as soon as escrow closes! Today's low prices represent a saving of at least \$250 per home over currently higher building costs! And don't forget—every Norwalk Village home INCLUDES:

- Top quality construction and design • Luxurious all-wool carpeting in living rooms, bedrooms & halls • 4-burner, chrome-topped O'Keefe & Merritt range, with griddle & clock • 7.7 cu. ft. Frigidaire • Waste King automatic garbage pulverator • 2-color tile drainboards, etc. • Spacious cabinets & closets • Interior walls decorated • Lawns, shrubs, parkway trees • PLUS literally dozens of other extra-values heretofore found only in higher-priced homes.

NOTHING DOWN for vets
From \$95 moves you in!

as low as \$4150 mo. vel's tax exemption

Norwalk village

FIRESTONE BLVD. AT BLOOMFIELD AVE.

HURRY OUT TODAY FOR WIDEST SELECTION!

Drive out Manchester-Firestone or Imperial Blvd. to Bloomfield, just east of San Antonio Drive. Turn left on main street. From downtown L.A., take Anaheim-Veterans Road to Norwalk Blvd., then south to Firestone or Imperial Blvd. Follow signs to Norwalk Village.

Thanks... and apologies

To the scores of thousands whose cars gave Lakewood Plaza a Seventh & Broadway "rush-hour" look last Sunday, the Aldon Construction Co. extends warmest thanks for their unprecedented response to the first public offering of our "luxurized 2 and 3 bedroom homes for veterans."

We're glad and proud you came but we sincerely regret the inability of so many to view the three furnished exhibit homes at leisure and in full comfort. Now that the "first-nighters" excitement is over, we invite one and all to come again... Sunday or any day from 9 a.m. to 9 p.m., plenty of parking space for the greatest home show in all America.

Here's why they came and waited in long lines: Living rooms at rear, with wall of glass, covered patio-porch; brick barbecue. Every ALDON-BUILT HOME includes wood-burning fireplace; built-in breakfast nook, with plastic upholstered and table; stall shower, plus tub (1 1/2 baths in 3 b.r.); garbage disposal; wood-paneled dinette, plus wallpaper; walls & ceilings painted in decorator colors; all improvements plus ornamental street lights; and many other luxurizing appointments.

And biggest surprise of all... terms are nothing down for vets... from \$99 moves you in...

Lakewood Plaza

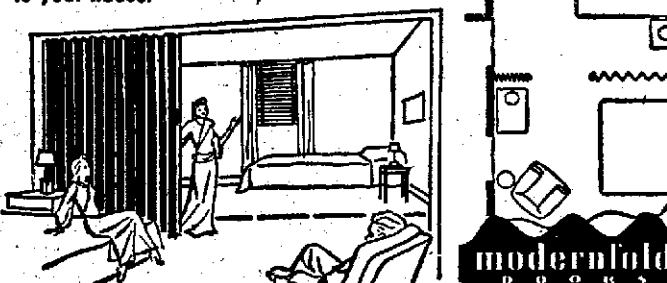
* ANOTHER ALDON CONSTRUCTION COMPANY DEVELOPMENT

WALKER & LEE, Inc. Sales Agents

SALES HEADQUARTERS: WOODRUFF AVE. AT MONTECLO ROAD—Go out Bellflower Blvd. to Monteclo Rd., just south of Carson Street in the popular, fast-growing Lakewood district... then east a few blocks to the property.

Privacy in an instant with Modernfold Doors!

These attractive, efficient closures operate like an accordion in opening and closing. They're ideal in all rooms in the house. For instance, in the illustration and floor plan you see how these fabric-covered, metal-framed doors make two small rooms out of one large bedroom. With the door open, the home-owner enjoys the expansiveness of the entire area. But when more than one room is required, the door is unfolded across the opening. Privacy in an instant! Come in today—and see what Modernfold's beauty and utility can mean to your house.



Terms Available

SHAWVER COMPANY
800 E. Hill Ph. 642-11

Free Delivery

Public Housing Seen Unnecessary

SOUTHERN CALIFORNIA communities, including Los Angeles, who have applied for Federal Public Housing Aid are being asked to stop such operations on the grounds that "such construction may not be necessary in view of the tremendous building effort being exerted," and because it is "certain to precipitate wholesale stock piling of materials by government agencies with resultant shortages and high prices."

The demand was issued by the Building Contractors Association of California who made public last week a resolution adopted by its board of directors.

Marshall Tilden, president of the B. C. A. said that the action was being taken at this time because of the tremendous surge in private housing.

"Housing construction in Southern California for the first quarter of 1950 is already 73.1 per cent ahead of the same period of last year," Tilden said. "We now have 50,000 dwelling units under construction with the figure increasing daily."

Tilden said that the heavy volume of Southern California construction is keeping pace with existing material supplies and skilled labor forces. Although there may be a slight surplus in some fields of labor and building materials there are actually shortages in others, and any tendency to begin the construction of thousands of public housing units is certain to severely curtail construction of homes, he added.

"The majority of home construction in Southern California is specifically priced to meet the needs and buying power of the lowest and middle income groups of home buyers," Tilden said. "The majority of small homes are now being offered for sale to veterans with no money down and monthly payments usually lower than \$50.00 a month. Such payments are lower than rent for comparable facilities would be and it is this group of buyers who will be the first to be affected by a public housing program."

Tilden declared that he did not believe that current low prices for home construction could be maintained in the face of competitive conditions created by the government bidding against private owners for building materials.

Miss Moss Writes Book on Multiple Listing

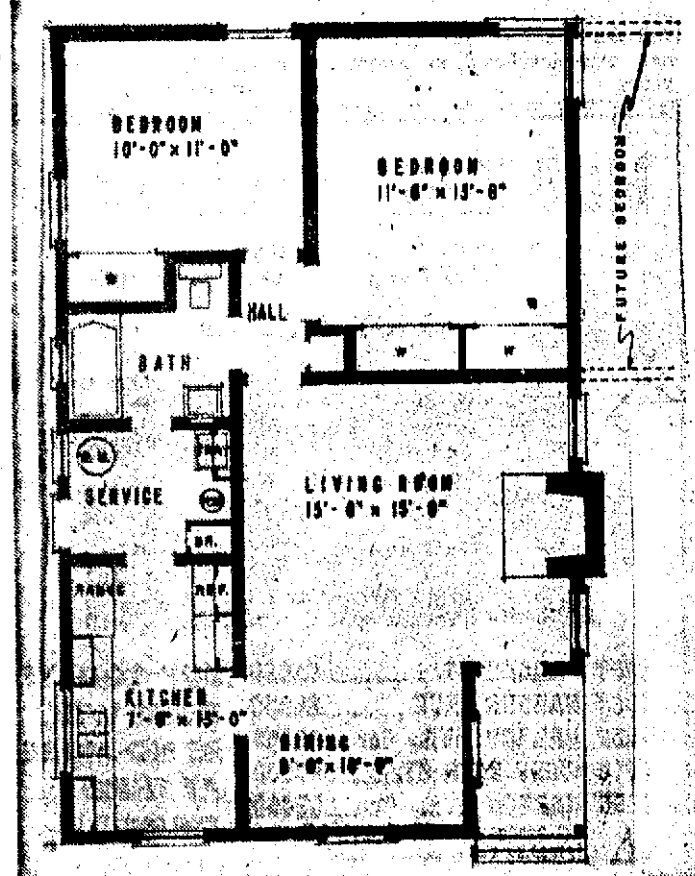
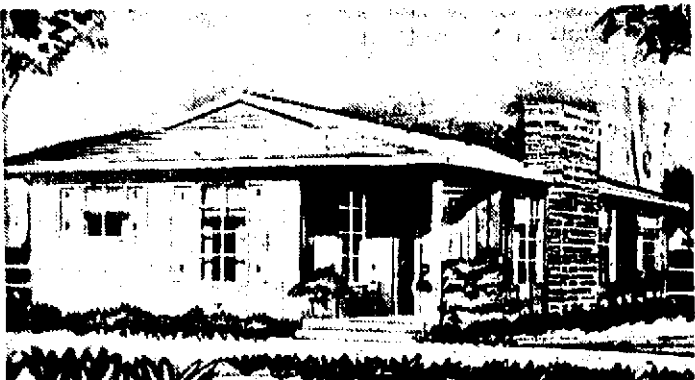
A 125-PAGE booklet, "Multiple Listing Practices and Procedures," compiled by Barbara Moss of Long Beach at the request of the National Association of Real Estate Boards, will be presented to the association next week in Chicago. The publication was printed in Long Beach.

The booklet, which was written by Miss Moss during the past year, is based on an analysis of more than 200 sets of by-laws of real estate boards.

The author, who is executive director of the Long Beach Board of Realtors, has attained national recognition in the multiple listing field.

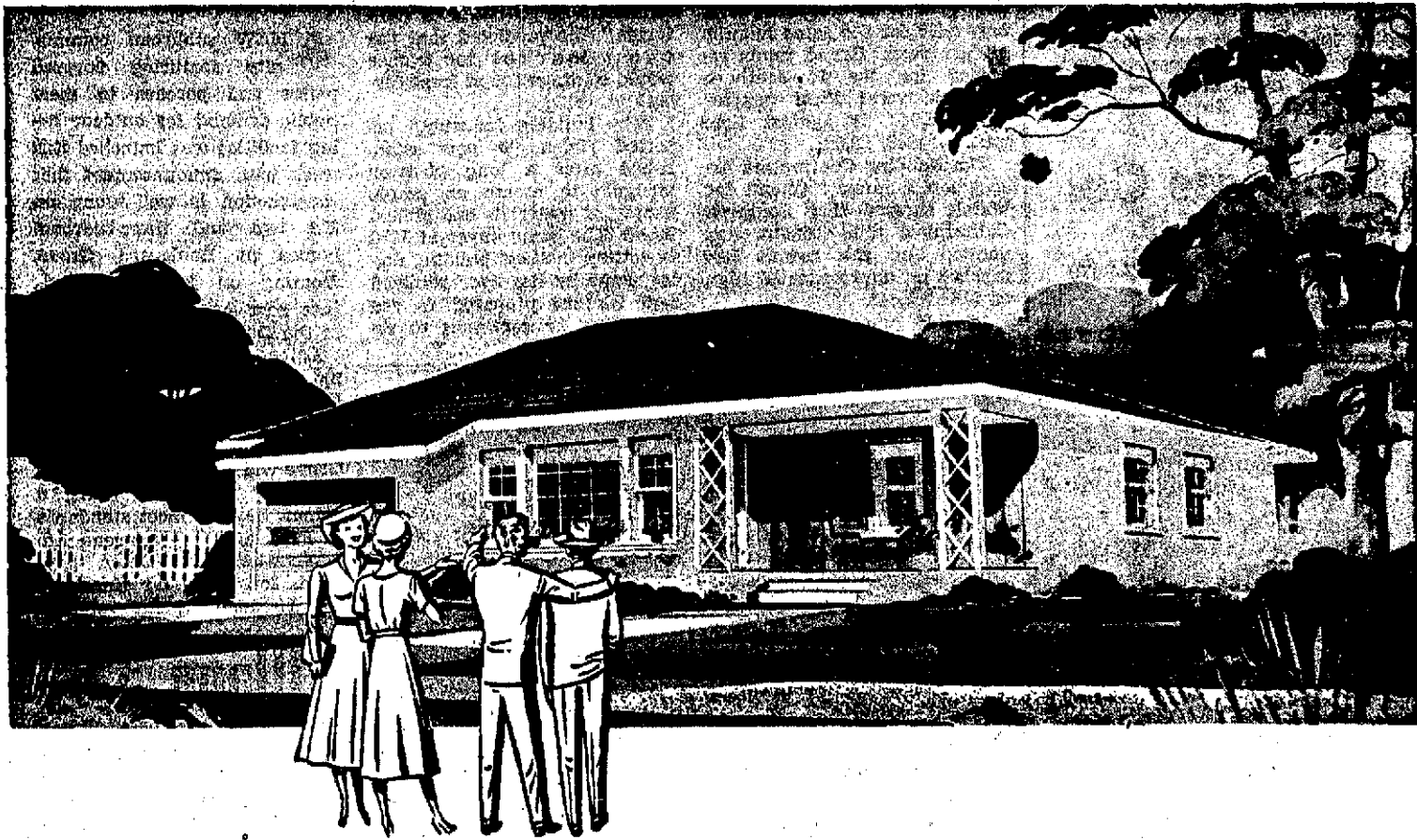
Miss Moss will leave Saturday for Chicago to attend the annual real estate board administration school, sponsored by N. A. R. E. B. and the University of Illinois. Class sessions, Monday through Friday, will be taught by college professors and leading real estate figures. Attendance is limited to 100.

As a member of the board of governors of the Secretaries Council of N. A. R. E. B., Miss Moss will attend a meeting in Chicago to arrange the curriculum for next year's school.



This compact house has been designed with two possible street fronts so it will fit on either a narrow or a wide lot. Looking at it as shown on the page, it is only 24 feet wide and is adaptable to the narrowest lot. The arrangement of kitchen, service porch and bath gives the housewife easy access from her working area to the bath, which is a great convenience. The living room is so placed as to escape household traffic; entering through the service porch door, every other room in the house can be reached without passing through the living room. The exterior, with its board-and-bat walls and shuttered windows, has a friendly, old-fashioned ranchhouse air; and of course the exterior materials can be varied to suit the home owner's taste. (This plan is from the new home plan book, Harmonious Homes, which may be obtained by forwarding a dollar to the Southern California Building Permit Service, 5762-R W. Pico Blvd., Los Angeles 35, California.)

OUR BUYERS ARE OUR BEST SALESMEN!



Enthusiastic home-buyers have accounted for sales of more than \$10,000,000 in Lakewood, the future city as new as tomorrow. Their sincere praise has indeed made them "our best salesmen!"

Lakewood homes had to be good to warrant this amazing response. That's why we invite you, too, to see our incomparable location, construction and design! Lakewood's famed "Economy Planning" means honest-to-goodness value at low prices and reasonable terms.

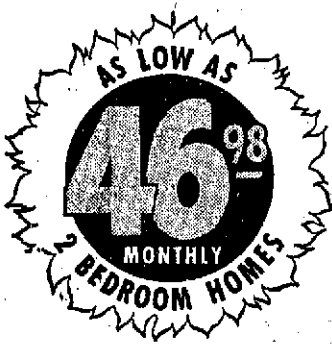
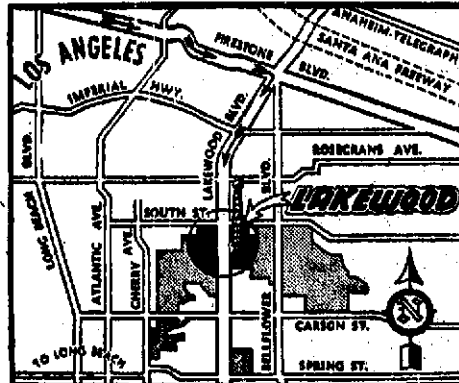
Nowhere else can you find homes with so many important advantages for modern living . . . for here are scientifically planned homes that offer convenience and comfort with all the newest improvements of the home-building industry. That's why Lakewood home-buyers are saying, "You can't beat the value of a Lakewood home." Come out to Lakewood today . . . You'll then know why our buyers are "our best salesmen!"

LAKEWOOD

THE FUTURE CITY AS NEW AS TOMORROW

You will be enthusiastic about our...
SEVEN MODEL HOMES
Seven delightfully decorated model homes, attractively furnished by Aaron Schultz. Seven widely varied decorating schemes... Maple, Traditional, Modern, Provincial, and others... All are planned for gracious living in the new California mode.
FLOODLIGHTED UNTIL 10 P.M.

HERE'S HOW TO GO... from downtown Los Angeles: Drive east on MANCHESTER and FIRESTONE BOULEVARD to LAKEWOOD BOULEVARD, turn right and continue to CAMERINO STREET which is one block below SOUTH STREET. Watch for the giant billboards... and the LAKEWOOD tower!



Priced from \$7575
EVERYTHING INCLUDED
Single attached garage, double detached garage
Priced from \$8525
EVERYTHING INCLUDED



NO DOWN PAYMENT FOR VETERANS

A good faith deposit of \$50.00 is applied towards the low imponds and escrow fees

Drive to the Tower
LARGE AREA PARKING FOR YOUR CONVENIENCE
TICHENOR & CO., REALTORS... Exclusive Sales Representatives

SALES OFFICE:
5327 Lakewood Blvd. • Just below South St.
Open 9 a. m. to 10 p. m. every day

Listen to TOM HARMON and the All-American Sportscaat • 5:15 daily except Sunday • KNX, 1070 on your dial

APPLIANCES, TOO!

- LAKEWOOD home buyers have a choice of
- An eight cubic foot Norge Refrigerator
 - AND/OR
 - A certified performance chrome top, with griddle O'keefe & Merritt Gas Range
 - AND/OR
 - A Bendix Economat Automatic Washer
- Any or all may be added to the purchase price with only a small increase in monthly payment and no down payment!

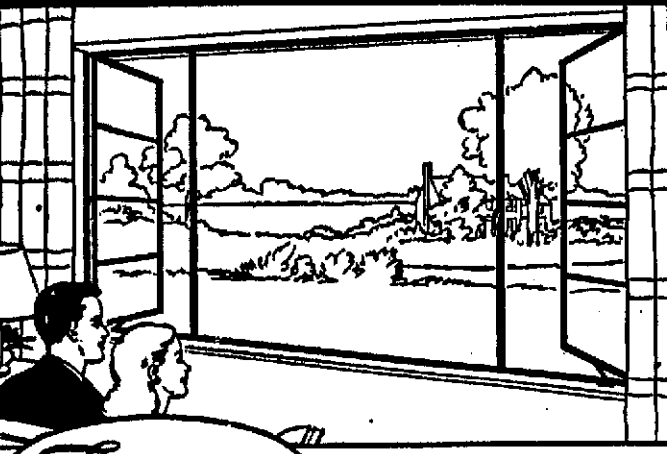
Drive down this evening. Stay as late as you like... glad to have you!

Here are a few of the

"VALU-PAK'D FEATURES"

- All homes are equipped with Built-in Waste King Electric garbage disposers.
- Lakewood provides Ornamental Street Lighting. Electroliers and Trees planted in the Parkways.
- No assessments.
- Rubber Tile with easy-to-clean Cove Base in Bathroom.
- Full Cedar Shingle Roofs.
- Extra Thick No. 1 Hardwood Flooring.
- Walls throughout have Two Coats of Paint.
- Stainless Steel Drainboards.

SUNSHINE, FRESH AIR AND A VIEW — Get them all with a



Fenestra PICTURE WINDOW

NOW—easier than ever to install with our new patented metal surround. No framing necessary—just nail to studs. Windows always open easily—steel doesn't swell, warp, stick, splinter. Better screens; safer cleaning, lower upkeep.

Marine Glass Co.

SCOTT-WOODARD-SCOTT SR.
GLASS FOR ALL PURPOSES

Cor. 14th and Magnolia Ph. 7-7475

Member of Long Beach Builders Exchange

Southland Homebuilding 75 Per Cent Over 1949

A GAIN of 75.1 per cent in dwelling units started in the 14 Southern California counties during the first three months of 1950 as compared with the same period in 1949 was shown in the quarterly construction report issued last week by the Building Contractors Association of California.

The report showed that a total of 21,165 units were started in the incorporated areas during the first quarter of this year as compared with 13,591 for the same period in 1949. The unincorporated area accounted for 13,883 new construction starts for this year's first quarter as compared with only 6430 for the same months of last year. Grand totals reported for the 14 southern counties were: First quarter 1950, 35,048 as against first quarter 1949, 20,021.

The Building Contractors Association summary report for March showed that Southern California's total construction volume for the month has reached an unprecedented high of \$141,191,447.

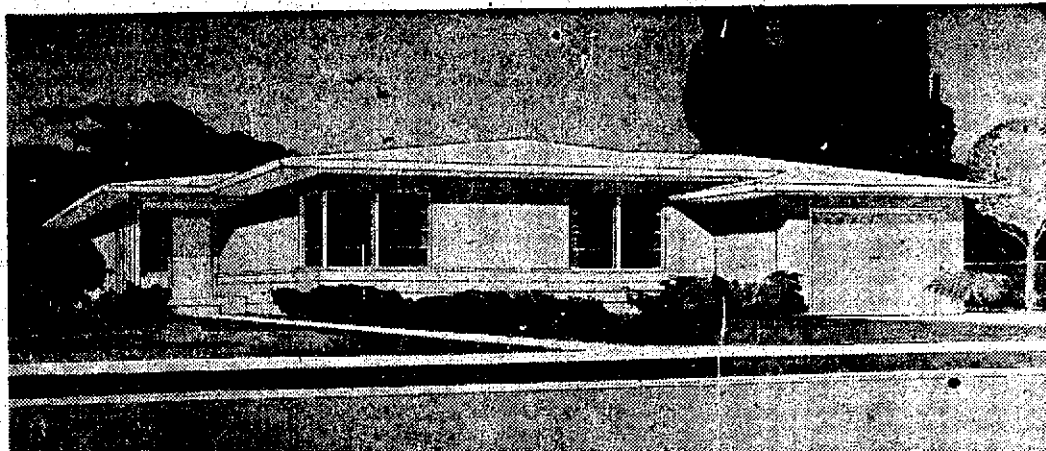
Of this amount, \$92,742,689 accounted for 13,250 single

family dwellings; \$3,495,570 for duplex units, and \$11,132,977 for 2296 in multiple dwelling units.

Nonresidential construction valuations for March were fixed at \$8,520,696 for commercial buildings; \$1,763,932 for industrial buildings; \$4,459,460 for publicly owned structures and \$12,594,328 for additions, alterations and repairs. Miscellaneous building permits accounted for the balance of \$6,181,795.

The quarterly and monthly reports were analyzed by Marshall Tilden, president of the Building Contractors Association as conclusively pointing to the "largest construction year on record in the state of California." He predicted that the current market for homes would continue for at least several years.

"The building industry," asserted Tilden, "is now established after a long postwar struggle to create an ample supply of materials and skilled labor. The home buyer of 1950 is getting the best building dollar value he has ever received and we are prepared to see to it that he continues to receive it."



This is architect's conception of one of the most attractive of 292 two and three-bedroom homes under construction in the Boulevard Grove development on Firestone Blvd. just east of Lakewood Blvd. All feature indoor-outdoor living. Citrus grove is site.

New Community Launched Near Downey

A NEW suburban community featuring covered patios and porches to meet public demand for outdoor living facilities was launched this week with announcement that construction is well along on 292 two and three-bedroom homes at Boulevard Grove, fronting on Firestone Blvd., just east of Lakewood Blvd., in the Downey district.

Latest community development to be sponsored by the Boulevard Improvement Co., headed by Wolf Jochheim, widely known builder, Boulevard Grove will be the site of nearly \$3,000,000 worth of single homes, built to meet standards of FHA and the Veterans Administration. No down payment, long-term GI financing will be available for veterans

and FHA loans for nonvet purchasers.

The new community is being created in a mature citrus grove. Planners of the development have plotted the sites so as to preserve intact the greatest number of trees. Early buyers will have choice of homes surrounded by full-grown trees, while later units will offer young trees of sturdy species.

The architects have utilized so many different floor plans and varying exterior elevations that only every 27th home is repeated.

Every Boulevard Grove home features living room at the rear, with large picture windows and French door creating a wall of glass overlooking covered patio and garden.

Other high lights of the new Boulevard Grove homes include glass-enclosed showers over

tubs, laundry facilities in oversized garages, with extra door at rear; aluminum window sash, No. 1 oak floors, solid wall foundations and 2x8 floor joists, completely decorated interiors and exteriors, automatic garbage disposals, weatherstripping on exterior doors, Formica drainboards and counter tops. No. 1 cedar shingle roofs and white dolomite rooms are provided in various styles.

Landsaped lawns and shrubs come with every home, while public improvements will include paved streets, sewers, sidewalks, curbs and gutters. Site for new grade school already has been reserved on the property and other schools are within easy access. Shopping centers are close by, with Downey's main business section only two minutes away by automobile.

Village 35 Per Cent Sold

INDICATION that a large section of the buying public prefers homes already completed is seen by the developers of Norwalk Village in the achievement of a more than 35-per cent sell-out in less than three weeks.

The new community, situated on Firestone Blvd. at Bloomfield Ave., just east of San Antonio Dr. in Norwalk, was presented only after the dwellings had been completed. Whole streets of homes are already occupied and new families are moving in daily.

In further keeping with the policy of presenting the homes complete and "ready to be lived in immediately," furnished model homes, outfitted by Aaron Schultz of Long Beach, are open for public inspection every day and Sunday from 9 a. m. to 9 p. m., it was announced.

All improvements, including sewers, paved streets, sidewalks, curbs, gutters, parkway trees, lawns and shrubs have been installed. Many of the homes only recently occupied

are already undergoing subtle changes in appearance, as new owners add such features as ornamental fences, barbecues and potted windowsill plants.

All the homes are two-bedroom styles, varying widely in exterior elevation and interior room arrangements. Prices have been set as low as \$7245. Veterans may buy without down payment other than \$95 in escrow and impound charges. Monthly payments begin at \$41.50 after veterans' tax exemption and including everything. Interest rates are 4 per cent.

The developers' policy of offering the homes complete in every respect is further carried out in the built-in and added interior features. Each home includes, without any increase in price, a 7.7 cubic foot refrigerator, garbage disposer, four-burner, chrome-topped gas range, interior walls decorated and wall-to-wall carpeting in living room, bedrooms and halls.

Builders' Exchange

AN ADDRESS, "This Is Your Problem," will be presented to the Builders' Exchange of Long Beach tomorrow evening by John H. Mead, district manager of the Southern California Edison Co. The Exchange will meet at 6:15 p. m. in the Masonic Temple, 835 Locust Ave., for its May dinner session.

John C. Parker, program chairman, said Mead's talk will be based on the American way of life and some of the phases of its development.

Gene Nesmith will show motion pictures of the 1936 annual picnic of the Exchange. The 1950 picnic will occur June 10.

A meeting of the membership committee will be held at 5:15 p. m. tomorrow at the Masonic Temple, it was announced by Roy Crager, chairman.

Not for Furs

Furring nails are not used for hanging up milady's furs, but for hanging stucco wire on new homes, said C. P. Middlebrook, secretary, Builders' Control Service, Inc. The furring nail was developed in recent years.

11 Large Homes Due

ELEVEN six-room houses, each containing approximately 1600 square feet of floor area, will be constructed for Joyce W. Windisch in the 600 block of Terry Lynn Pl. in the Virginia Country Club area.

Whaley Construction Co. was listed as the builder on the application for building permits filed last week in the city building department. Stated construction valuation of the project, \$100,500.

All of the homes have two bedrooms and den in a variety of floor plans. Dining rooms or areas, kitchens, breakfast areas, service porches, entry halls and two bathrooms each are included.

Exterior elevations are varied, with stucco, wood and masonry materials utilized in numerous combinations. Roofs are cedar shingle.

Terry Lynn Pl. runs from Del Mar Ave. to Country Club Dr., north of San Antonio Dr.

Westfield Models Sold

TWO OF the three model homes in Westfield, Rolling Hills subdivision, have been sold, George S. Denbo, exclusive sales agent, has announced.

The third model, Denbo explained, will remain open indefinitely. He said that additional exhibit homes will be constructed to replace the two that have been closed. The models, both two-bedroom homes, sold for \$14,000 and \$15,000.

The terms of financing offered by Westfield for construction of custom-designed 1200 square foot or larger homes is proving a strong magnet for non-veteran and GI buyers, Denbo said.

The Westfield homesites are one-half acre and bigger. Westfield is south of Pacific Coast Hwy. on Palos Verdes Dr. North; a short distance west of Crenshaw Blvd.

Replace Sand

Lightweight insulating materials, such as vermiculite and perlite, are steadily replacing sand in wall plaster, according to the Metal Lath Manufacturers Association, Cleveland, Ohio. Some 60 per cent lighter in weight than sanded plaster, lightweight aggregate plaster of 1 inch thickness usually can provide as much as three times the fire protection available with ordinary plaster, it is also pointed out.

Multi-purpose

Many modern homes make use of a library which may be converted into a guest bedroom on occasion.

Imagine Living in this Lovely Setting!



3-Bedroom Homes • Redecorated Inside & Out • Just As Good As New. As Low As \$8150

Quality Tells!

Here is the outstanding three-bedroom value in years—incomparable in convenience of location and attractive price and terms for veterans—but, above all, tops in charming exterior design, quality construction and efficient floor plan. Compare everywhere—you'll buy here!

Nothing Down for Vets • as Low as **\$51.00 MO.**
EXCEPT ESCROW & IMPOUNDS EVERYTHING INCLUDED!

- Real Wood-Burning Fireplaces
- Hardwood Floors
- Dual Gas Furnaces
- Solid Wall Foundations
- Ornamental Street Lights
- Parkway Trees
- Large Landscaped Lots
- Many Styles & Floor Plans Available
- Loads of Closets & Cupboards
- Johns-Manville Lifetime Asbestos Shingles
- Paved Street, Sidewalks, Curbs, Gutters
- Sewers
- GI 4 percent Financing

- BUY IN AN ESTABLISHED FULLY-DEVELOPED COMMUNITY ... Schools, Parks, Major Shopping Close-By

Never before have homes like these been offered at such sensationally low prices and easy terms in the heart of Long Beach's finest residential district. Adjoining famed uptown Atlantic Blvd. shopping center... theatres, medical buildings, public library, good restaurants, churches. Public bus lines on Orange & Cherry serve property. City park right here... tennis courts... Lakewood Country Club less than 5 minutes away... only 10 minutes to the beach!

Exhibit Home Open 9 a.m. to 9 p.m.

Floodlighted Nightly

FURNISHED BY AARON SCHULTZ STORES

Come Anytime...

Stay As Long As You Like!

ESTABLISHED
Bixby Crest
BEAUTIFUL

Sales Office

OPEN TO 8 P. M.

4324 MAURY AVE.

Sales Agents

ALLIANCE REALTY, INC.

1 block E. of Orange
Just N. of Carson

Drive Out Atlantic Blvd. to Carson St.
then east to first stop sign at Orange, north
1 block to property entrance. Follow signs.



in Rolling Hills
for
LIBERAL FINANCING
for YOUR Dream Home
Built to
YOUR Own Design

• Many are buying Because
Nothing Like This Ever Offered
Largest Lots, 1/2-acre and
bigger, \$400 down, \$25 per
month. Bring YOUR Plans,
select Most Ideal Site for
YOUR Dream Home.

When YOU Buy Land in
Westfield YOU Buy Climate
—here is the BEST Smog-free
subdivision in the County.

For those who Do Not want
to live in a Tract, Westfield
offers Liberal Custom-building
Financing—FHA, Conventional
and GI loans for a 1200
square foot or larger home.
GI's with Junior executive
take home pay and \$1000
can qualify for this financing.

Directions: Out Pacific
Coast Highway, south on
Hawthorne, Crenshaw,
Narbonne, Western or
Vermont to Palos Verdes
Drive to subdivision, west
of Crenshaw.

GEORGE S. DENBO CO.
EXCLUSIVE AGENT
3700 Palos Verdes Drive, North
Phone: FRontier 5-3211

Widespread

W. N. McDaniel, Long Beach Realtor, is convinced that the Press-Telegram reading public is spread far outside the city's area.

On a single insertion of one classified advertisement McDaniel received answers from Fresno, Santa Cruz, and Denver, Colo. On another he got an inquiry from Brooklyn, N. Y.

LOTS

priced right

\$2750 up

Located Right

Uptown Atlantic Area

come to

ridgewood heights

• Large lots — 65 x 115
and 65 x 120 — for YOUR
Custom-Built Dream Home
— all improvements in and
paid for — come out and
make Your selection Now.

ridgewood heights

1139 East San Antonio Drive

(Just east of Atlantic Blvd.)

Phone: Long Beach 4-2402

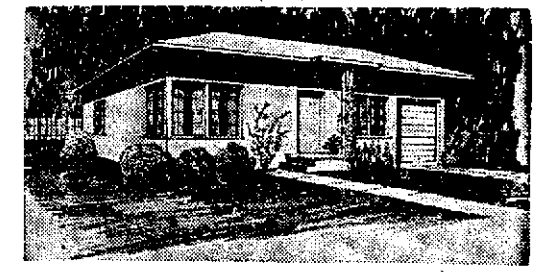
Offered by

L. S. WHALEY CO.

MODERNE' HACIENDAS

\$750 Down \$50 per Month

READY 2 WEEKS



1357 PARADE ST. \$5950
1864 HARBOR AVE. \$5950
1852 HARBOR AVE., Cor. \$6150
1410 WEST 20TH ST. \$5950
1995 HARBOR AVE., Cor. \$7450
(2 BEDROOMS, 12x20 GARAGE)
(\$1000.00 Down, \$65.00 Month)

BUY TODAY!
THERE WILL
BE NO MORE
AT THESE
TERMS

Moderne' haciendas completed and sold:

2851 SEABRIGHT AVE.
2861 SEABRIGHT AVE.
1738 ARLINGTON ST.
1345 PARADE ST.
1420 WEST 20TH ST.

MODEL HOME UNDER CONSTRUCTION:
1333 WEST WILLOW

N. H. STEARNS, REALTOR

1325 WEST WILLOW

PHONE 4-3933

Lakewood Sales \$10,000,000

MORE than \$10,000,000 worth of homes were sold in the huge new Lakewood development northeast of Long Beach during its first five weeks on the market, according to Roderic J. Tichenor of Tichenor & Co., Realtors, exclusive sales representatives.

"With sales going at such a terrific pace, it is only natural that we should be proud and delighted at the public confidence this expresses," Tichenor declared.

"Only through Lakewood's 'economy' planning" could homes of such quality construction be offered at the prices which have proved so attractive to our visitors," he added.

Model 22-B, furnished in modern style, has drawn a great deal of favorable comment, Tichenor said. Exterior of the two-bedroom home is gray with deep red shutters.

Key color of the living room is established by the wall-to-wall gray scroll carpeting. Ceiling-to-floor window treatment with draperies in a modern print and perle net casement curtains dramatically heighten the gray tone, he added.

A deep green sectional divan in textured upholstery is in contrast to the blonde pieces of furniture. Gray occasional chairs are arranged in conversational groupings.

The dining area features a blonde dining table with Chinese red upholstered side chairs. The master bedroom is in tones of blue and yellow, with brown accents. Dubonnet is the chief color in the second bedroom. Carpet is green and accents are gray.

The two-bedroom homes are priced from \$7575, with monthly payments as low as \$46.08. The three-bedroom homes start at \$8525, with monthly payments as low as \$53.50. There is no down payment for veterans.



Living room and dining area of Lakewood Model 22-B are pictured here. Among the most popular of the seven models, furnished by Aaron Schultz of Long Beach, in the 17,150-home Lakewood community, is this gray home with red shutters.

Lakewood Requirements Huge

By Lois Guernsey

PICTURE a band of wood, one foot wide and an inch thick, neatly girdling the earth at its equator. Then imagine another ribbon of wood, left over from the first, stretching 7450 miles across the Pacific Ocean from Rainbow Pier in Long Beach to Sydney, Australia.

There you have the board footage of lumber required for the 17,150-home Lakewood community on the northeast corner of Long Beach.

All figures descriptive of the nation's largest residential development sound like something out of the federal budget.

For instance, a 62-car freight train—loaded to an average of 55,000 pounds each—would be needed to bring in the nails for the 171,000,000 board feet (32,386 miles) of lumber going into the structures.

Paved streets in the 3430-acre community will total 133 miles—enough to carry a car from Long Beach over the ridge route to Bakersfield and a few miles beyond. The streets are lined with curbs, of course.

There will be 220,000 doors of all types. What a racket they will make when the youngsters slam them all at once! Plans also call for 204,000 windows to provide eyes for the houses.

Some 5000 street lamps will light the way for pedestrians on sidewalks with a total area of 4,712,000 square feet. Electricity will travel over 1932 miles of cable.

Water, gas and sewer mains will run 225 miles. The three ditches to carry this pipe would reach from Long Beach up to Crater Lake in Oregon, if dug end to end.

And just in case your appetite for statistics isn't satisfied, here are some more:

Linoleum and rubber tile, 300,000 square yards.

Painted and papered walls, 6,800,000 square yards.

Shingles, 320,000 square of 100 square feet each.

Hardwood floors, 137,000 yards.

Excavation, 3800 cubic yards. House water and gas pipe, 500 miles.

Cast iron soil pipe, 3400 tons.

About 3500 persons will be at work on the project putting all these ingredients together to make homes for approximately 60,000 Southland citizens.

Whee-ew!

Decorating Topics

By Edgar Harrison Wilman

ONE OF the problems that seems to be difficult for the average person to solve in home decorating is that of deciding whether to use plain or figured fabrics. All rooms need pattern or figure somewhere. Very seldom is a room attractive with all plain surfaces.

A figured fabric should never be used against another figure or pattern so if wallpaper is used with a floral or modern design all over it, drapery and upholstery fabrics should be kept plain. If, however, the wall is painted, definite designs in these fabrics may be used.

The floor covering also must be considered. If it is a plain broadloom, the upholstered furniture may be figured. That does not mean that plain pieces cannot be used, for it is good, in the average room, to have some chairs plain, and some figured.

If a hooked rug, or an oriental rug is to be used, then all the upholstered furniture must be covered in plain fabrics, or some may be in stripes, and others in a self-colored pattern. As to whether draperies should be plain or figured, when the rug has a pattern, each room must be worked out individually as there is no definite rule pertaining to this.

"Hacienda" by Stearns

A 10-HOME building program begun by N. H. Stearns, realtor-developer, in the vicinity of Harbor Ave. and Parade St. became a 15-home program when residents of the area requested him to build similar homes for them on their own lots.

Named the "Modern Hacienda," the home comes in one-bedroom and two-bedroom models with attached garages. Roofs, designed after a group seen by Stearns near Ensenada, established the hacienda theme. Interior ceilings are of exposed, clear timber, varnished and highly polished.

Priced from \$5950 to \$6150, the houses are sold at \$750 down and \$50 monthly. A model is nearing completion at 1333 W. Willow St., adjacent to Stearns' office. The group in his own program is in the 1300 block on W. Parade St.

Clarence Aldrich, Long Beach architect, designed the homes for Stearns, who has been in the building and real estate business here since 1925.



Albert Leighton, president of Aldon Construction Co., reported sale of 201 homes last week end at Lakewood Plaza, just south of Carson St. on Bellflower Blvd. Walker & Lee, Inc., sales agents, handled huge crowds interested in homes like the one sketched here.

Plaza Weekend Sales 201

TWO-DAY formal opening of the Aldon Construction Company's Lakewood Plaza development last week end resulted in the sale of 201 homes for a total of \$1,800,000. Added to the advance sales, this brought total volume there to \$7,300,000.

A crowd estimated at 45,000 persons poured through the new community from 8 a. m. to

11 p. m. during each of the opening two days. Traffic grew so thick that it became necessary for five uniformed patrolmen to direct the cars.

The development comprises 1049 two and three-bedroom homes going up on Woodruff Ave., just south of Carson St. and six blocks east of Bellflower Blvd. in the Lakewood district.

Priced from \$8650, the Aldon homes each contain a built-in and upholstered breakfast nook with plastic-topped table, brick log-burning fireplace, dinette paneled in etched wood, automatic garbage disposal, stall shower with glass door and tiled floor, plus tub; covered patio paved in colored cement, walls and ceilings painted in decorators' colors and brick barbecue.



Announcing

A Brilliant Event!

Today's Opening Estate Unit of Homesites

THREE Exhibit Homes Await YOUR Visit



THE SANTA CLARA

This spacious 2 Bedroom residence, also created for California Living, is an exhibit unfurnished. Large living room overlooks covered patio. Dream kitchen designed for easy efficiency. Nice breakfast nook. 1 1/2 baths. Completely landscaped lot with full-grown shrubs is fenced. Priced at \$18,750.



THE LANAI

Here is a tropical home providing the ultimate in indoor-outdoor living, delightfully furnished by Nevin's Fine Furniture, Long Beach. Now for sale, this 2 Bedroom & Den home, with 2 baths, includes carpets, drapes, washing machine, dish washer, garbage disposal, remote control television, Touch Plate lighting, inter-communication, exotic landscaping. Reasonably priced at \$37,500.



THE BEVERLY

Though not on the market, this delightful 2 Bedroom & Den home is on daily exhibit. Large living & dining room overlooks cement terrace. Wonderful kitchen contains large breakfast nook, service porch. 1 1/2 baths. Direct entrance to garage. Roman brick fireplace.

● New unit includes exciting **ESTATE SITES** planned & priced for those demanding the finest in Homesites.

Homes now under construction in Los Altos Park, & scores of residences in architectural planning stages reflect the ultimate in good taste, creating Southern California's Most unique setting of beauty.

Those who have purchased & built in First unit **Prove Los Altos Park IS the Choice of Successful People.**

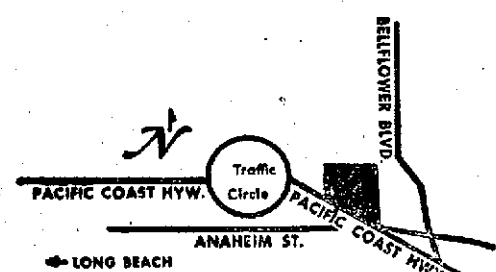
These homesites provide **YOU** with luxury for living without extravagance.

Los Altos Park is secluded by borders of rare trees—hundreds of them planted over half a century ago, now mature, graceful, beautiful—providing a colorful backdrop for the Better Life.

More expensive lots in other exclusive areas cannot compare to Los Altos Park homesites which can be bought for less—some for as low as \$3500 in the Estate unit—with a limited number available still in First Unit.

For **YOUR Custom-Designed** home, Los Altos Park offers high style in location, a setting of enchanting beauty. Here are homesites of size, fully improved streets, curbs, walks, tree-planted parkways, ornamental street lighting, all utilities provided even to the curb line.

Directions: On Pacific Coast Highway, one-half (1/2) mile east of traffic circle to intersection at Anaheim Street, opposite Recreational Park, Long Beach.



Los Altos Park

1321 Los Altos Plaza • Telephone: Long Beach 90-1912

IF YOU WANT A PATIO HOME WITH REAL ORANGE TREES...

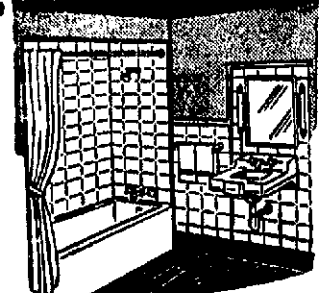
First choice of 292 really distinct live 2 & 3-bedroom homes NOW BUILDING in a perfect location...

When... VET OR NON-VET—this first ad is your signal to dash right out & get your reservation!

centrally located & close to freeway
boulevard grove
ON FIRESTONE BLVD.
JUST EAST OF LAKEWOOD BLVD.

Want a lovely tiled bathroom? It's yours at **LOW COST** with

DURATILE METAL TILE



AMAZING NEW METAL WALL TILE will bring life-long beauty to your bathroom, shower or kitchen. It's waterproof, rustproof, chip-proof! 22 lovely colors from which to choose!

as low as **\$1.00** per sq. ft. installed, including material.
or **55c** per sq. foot self-installed including material.

NO DOWN PAYMENT
3 Years to Pay
FHA Approved

We Invite You to Visit Our Display Room
ASPHALT FLOOR TILE—RUBBER FLOOR TILE
CUSTOM-MADE SHOWER DOORS.....\$27.50
Free Estimates Gladly Given... Phone 7-1237

DURATILE ASSOCIATES
723 EAST PACIFIC COAST HIGHWAY



Mother's Day

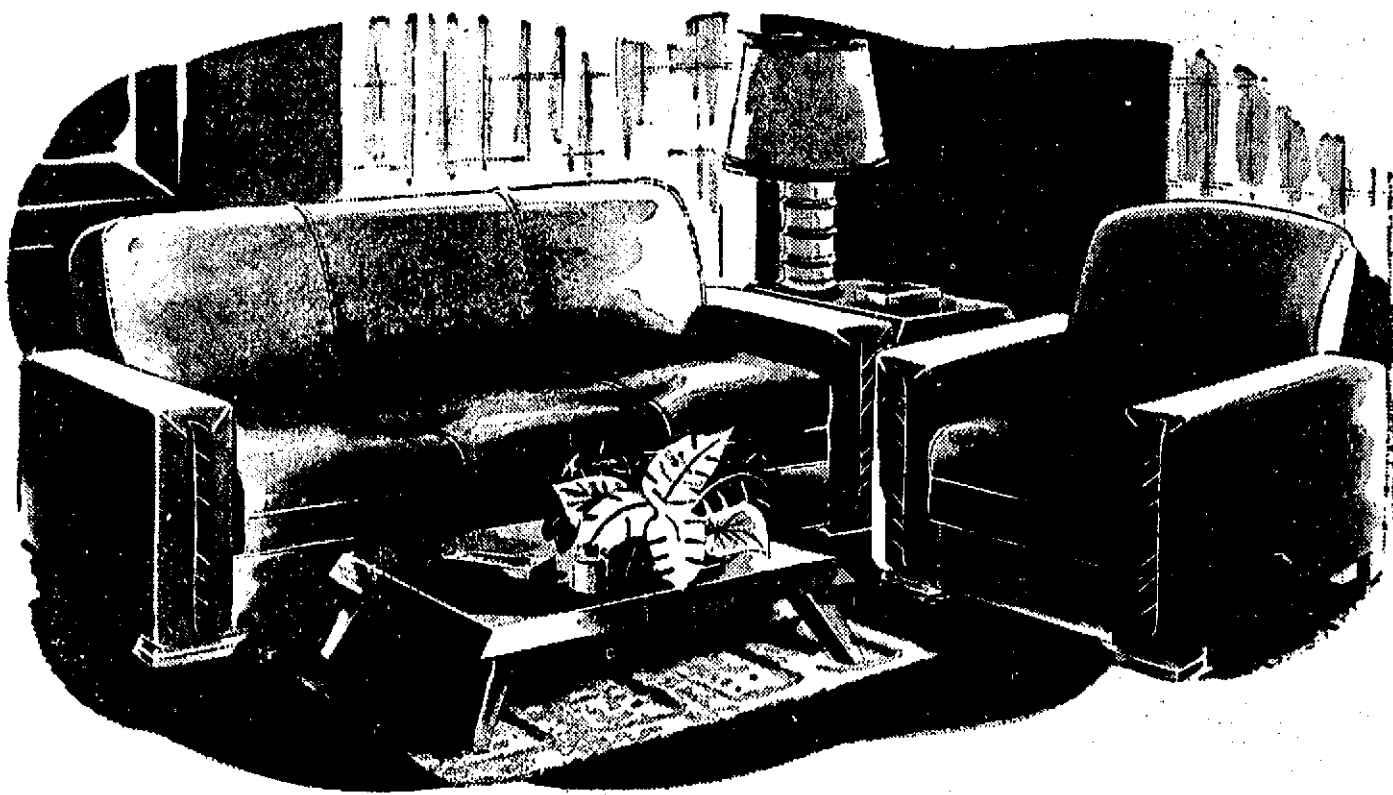
GIVE HER SOMETHING FROM SEARS

May 14th



Open Monday
12:30 to 9:15

Reg. 119.50 DIVAN and CHAIR



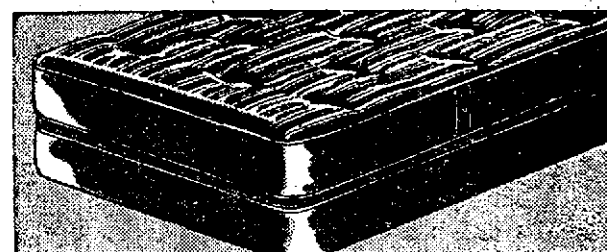
79.88

8.00 Down
Sears Easy
Terms. Usual
Carrying Charge

- Divan Opens to full size bed
- 154-Coil unit over non-sag base
- Perfect free-action hinge

Living room by day, bedroom by night! Simple modern style for beauty; sturdily constructed for durability; 154-coil unit for real sleeping comfort! All joints double doweled and glued. Fine tapestry cover. Large bedding compartment.

129.95 Frieze, 2-piece set.....109.88

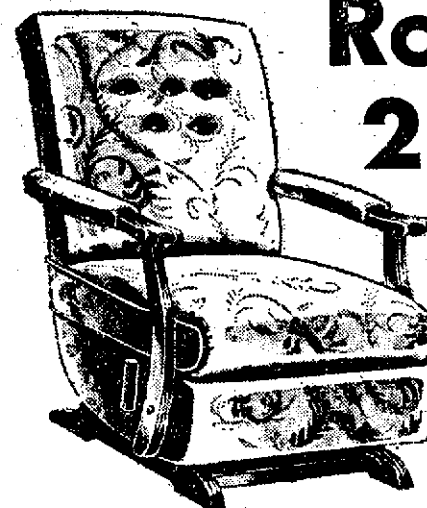


59.95 Mattress and Box Spring

Splendid comfort features! Hard sisal and cotton padding. Heavy Caledonia cover in wine or blue. Flexalator unit. Full or twin size!

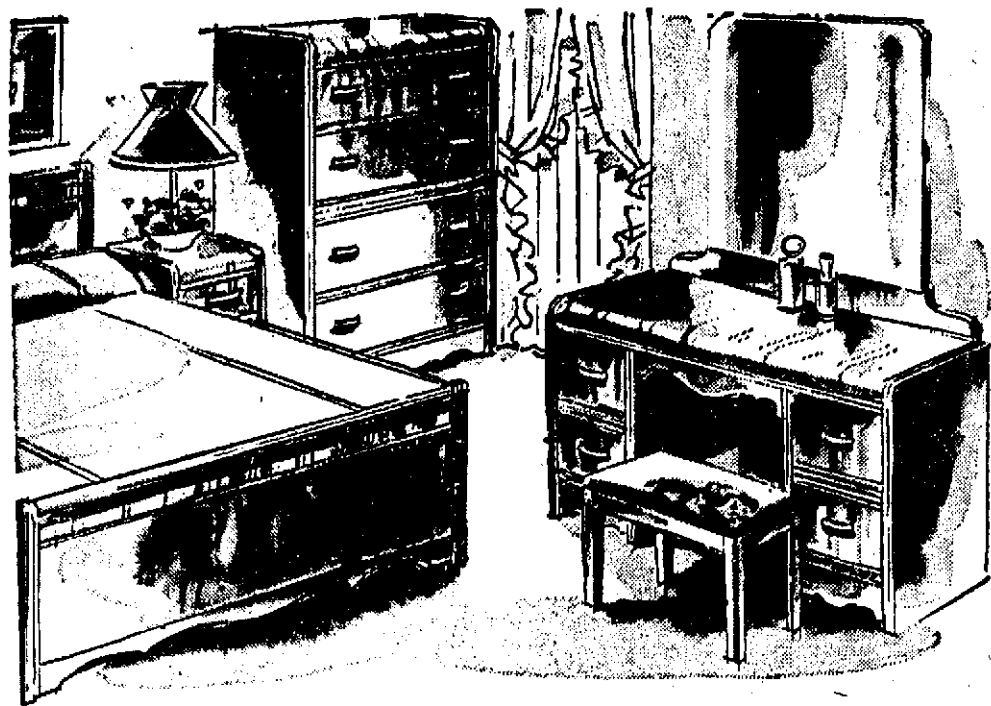
39.99
54 Down, Usual Carrying Charge

39.95 Floral Tapestry Covered Rocker 29.88



3.00 Down, Easy Terms. Usual Carrying Charge.

Constructed with hardwood frame and full coil base. Full size chair in lovely floral tapestry. Rose, green or beige.



Mother Will Love This! Reg. 99.50 3-Piece Walnut Veneer Bedroom Set

- Popular Waterfall Design
- 28x30 Inch Vanity Mirror

Constructed for beauty and wear! Center guide drawers for easy opening. Pieces are sold separately, too! It is sure to delight Mother on her own special Day!

79.88

\$8. Down
Sears Easy Terms
Usual Carrying Charge

For Mother! Reupholster Her Living Room With Sears Beautiful Frieze Fabrics, Regular 6.95

- Moth-Proof Guarantee
- Full 54 Inch Width
- Special Processed Back

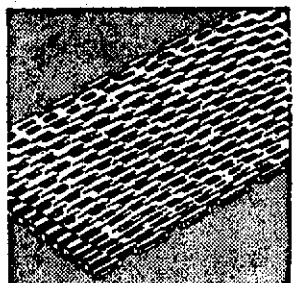
Let Mother select her fabrics from our exciting colors and patterns! Wide variety of modern or traditional designs, perfect for your rooms! Sturdy and long-wearing with full five-year moth-proof guarantee! Bring her in to inspect the quality and the beauty of these fine fabrics!

3.99
PER YARD

Our fine quality fabrics and skilled craftsmen will make your furniture look refreshingly new and beautiful, at a price representing a saving to you of 44.40 on a standard two-piece set! We retie springs, supply new webbing, filling and touch up the woodwork. A complete job!

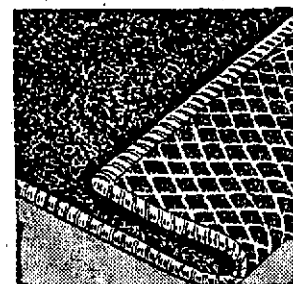
119.35
STANDARD 2-Piece Set

Reg. 163.75 Custom Standard Two-Piece Set



1.09 Rubber Mat 79c

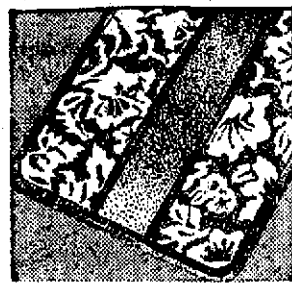
Rubber and fabric links on a strong steel frame. Ideal door mat. 14x21-inch size. Easy to clean. Save now!



Heavy Rug Padding 88c
Square yard

Regular 1.00 yard! Adds wear to your rugs, protects them from furniture pressure! 32-ounce padding.

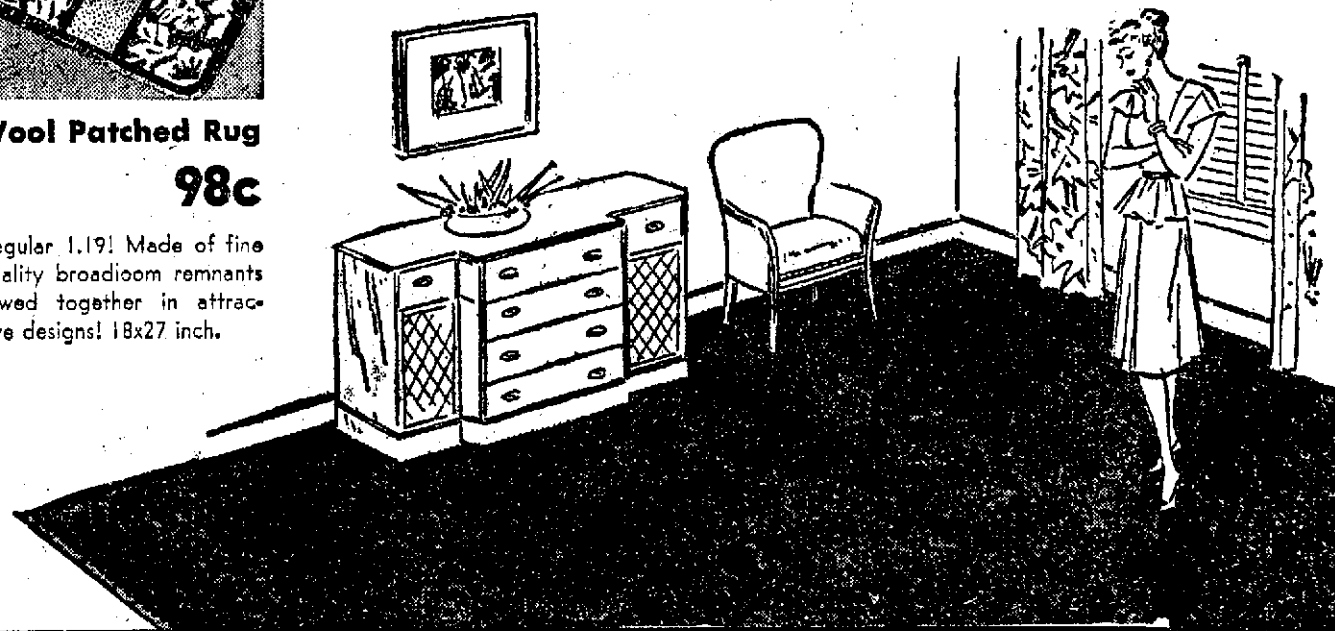
11.75 Cushion, 9x12; 10.95



Wool Patched Rug 98c

Regular 1.19! Made of fine quality broadloom remnants sewed together in attractive designs! 18x27 inch.

Glamorize Your Rooms With The New Harmony House Pebble Texture Rugs!



New Background Beauty for Her Home With Servistwist Frieze, Wool Pile

8.95 Broadloom 7.95 Square Yard
Special value

Fine imported two-ply wool broadloom — resists wear, stays springy. Good every day! Thick, dense, sturdy pile. Closely woven with 9,216 tufts per square foot. Choice of gray, rose, blue, red, beige. In 9, 12 and 15-foot widths.

"Satisfaction guaranteed or your money back" SEARS

AMERICAN at FIFTH
PARK FREE PHONE 6-9721

Press-Telegram Southland Magazine

Open Monday and Friday 12:30 to 9:15; Other Days, 9:30 to 5:30